DEPARTMENT OF CITY PLANNING 100 LARKIN STREET · SAN FRANCISCO, CALIFORNIA 94102

DRAFT ENVIRONMENTAL IMPACT REPORT

AMENDMENT

Proposed Stonestown Shopping Center
Renovation Project
San Francisco, California

EE77.324

Amendment to EE76.74

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Public Comment Period: 26 January to 1 March 1979

Public Hearing: 1 March 1979

Written comments should be sent to the Environmental Review Officer, 45 Hyde Street, San Francisco, CA 94102

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PREFACE

On 14 October 1976, the San Francisco City Planning Commission adopted Resolution No. 7578, certifying the Final Environmental Impact Report for the Stonestown Shopping Center Renovation Project, designated EE76.74, as fulfilling the requirements of the California Environmental Quality Act. The project as described in EE76.74 included demolition of the old City of Paris building and construction of a three-story Bullock's department store with an adjacent five-level parking garage. The new store was to be connected with Stonestown Mall by an overpass crossing Winston Drive. The Mall itself was to be enclosed, and about 9,000 additional feet of retail space within the Mall would be created when storefronts were moved out towards the Mall.

Construction of the department stores, garage and overpass was expected to take 15 months. No schedule for the enclosure of the Mall had been set at the time of certification.

Since October 1976, the Bullock's stores, parking garage and overpass across Winston Drive have been completed. The project sponsor's plans for enclosure of the Mall have been modified since that time, necessitating this Amendment to Environmental Impact Report EE76.74.

This Amendment follows the format of EE76.74; however, not all topics discussed in EE76.74 are discussed here. Only those subject areas which require substantial modifications or amplification in order to discuss potential impacts of proposed project changes have been included. For this reason, the Table of Contents and amended sections it reflects do not appear in consecutive order. The remainder of the information in EE76.74 is still germane to the modified project and is incorporated by reference into this report. A copy of EE76.74 appears at the end of this document.

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SUMMARY

Stoneson Development Corporation proposes to expand and enclose part of the Stonestown Shopping Center. The proposed project would increase Stonestown's retail sales area by 92,000 square feet, an increase of 10.6% over the existing 864,000 square feet. The resulting mall area would be two stories and would include the existing mall interior (41,000 sq. ft.), which would be remodeled.

A three-level parking structure is proposed for the present parking lot area, east of the Mall, to connect shopping and parking areas by two pedestrian bridges over Twentieth Avenue. The structure would increase parking spaces at the site by 440 over present capacity. A new access road, north of the parking structure, would intersect with Nineteenth Avenue.

The project would increase traffic and air pollution levels in the project vicinity. Proposed air conditioning of the Mall would increase energy consumption by an average 1610 kilowatt hours per day. The project incorporates several measures to reduce energy consumption, including an air economizer system, natural and fluorescent lighting, and automatic switching systems.

Total project cost would be about $19.0 million, of which $8.6 million would be for 43,000 work-days for project construction. After completion, the project would increase sales at the Stonestown Center by $11.5- 19.5 million annually, and employ an additional 185 persons. Tax revenue from the project would be $493,000 per year, of which $423,000 would accrue to the City and County of San Francisco; the remainder would go to the Bay Area Rapid Transit District.

Alternatives evaluated include the no project alternative, enclosing the existing mall, providing a smaller or no parking garage, alternative locations for a parking garage, alternative locations for an additional access road and no additional access road.

I. PROJECT DESCRIPTION

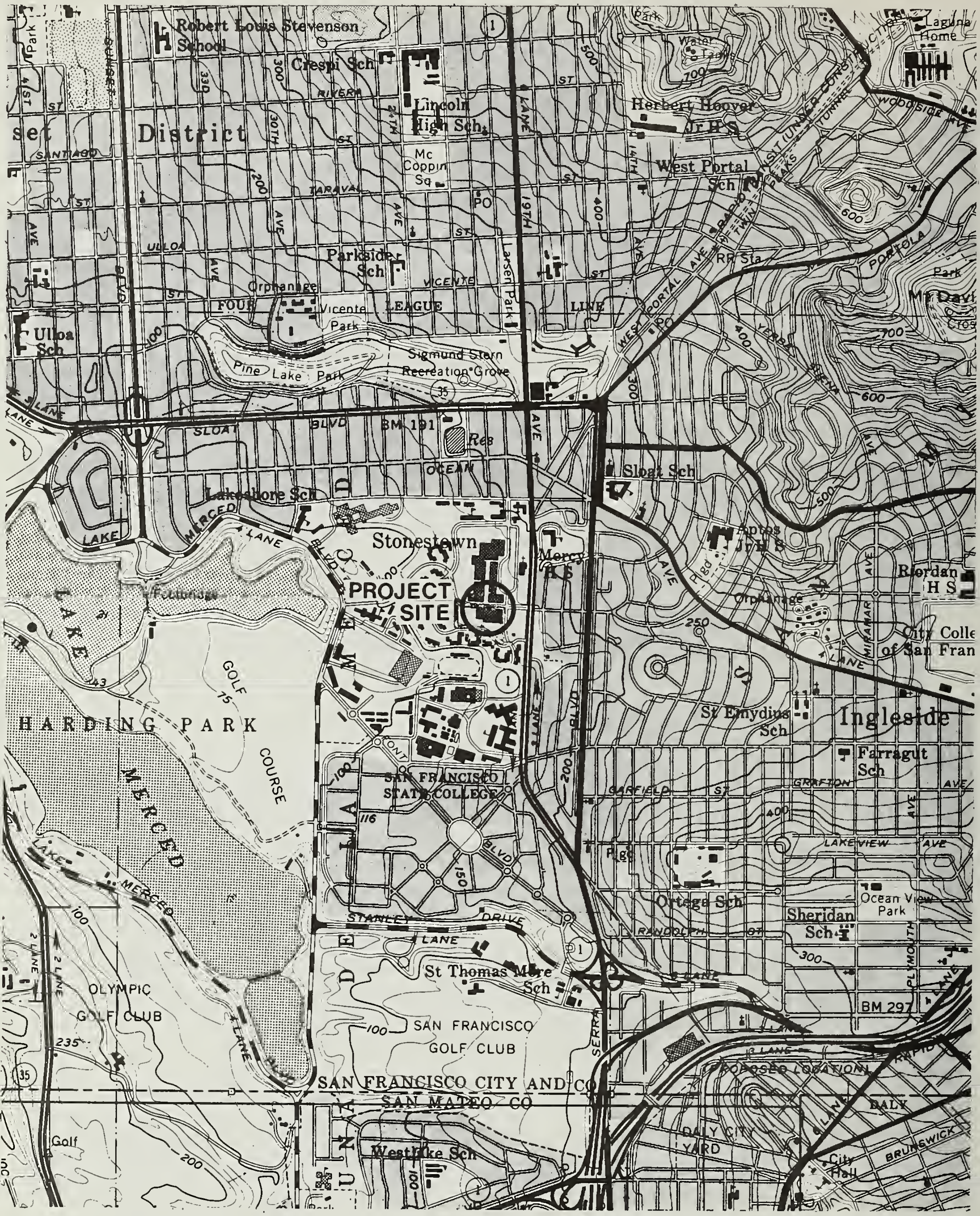
A. LOCATION

The proposed project would be located in the Stonestown Shopping Center, in the Lakeside district of San Francisco (Figure 1). Stonestown Shopping Center is located along Nineteenth Avenue between Eucalyptus Drive and Buckingham Way. The expansion of the existing mall would take place between the Emporium on the north and the recently completed overpass connecting the new Bullock's department store with the Mall across Winston Drive (see Figure 2, page 3). The proposed parking garage would be located in the parking lot east of the Mall, between the Mall and the embankment formed by Nineteenth Avenue, and a new access road would connect Nineteenth Avenue to Twentieth Avenue just north of the parking garage. Figure 2 also shows the proposed location for a future fast food restaurant. The project is within Assessor's Blocks 7295 and 7296.

B. PROJECT HISTORY AND SCHEDULING

The Bullock's department store and associated parking garage described in EE76.74 were completed in November 1977. None of the other components of the project, as then proposed, have been constructed. The presently proposed project would replace the components of the previous project that were not built (9000 sq. ft. Mall expansion, Mall enclosure and air conditioning). A Conditional Use Permit Application, CU78.14, has been filed for this project with the Department of City Planning.

Renovation and expansion of the Mall is expected to take from six to eight months. Parking garage construction would take four to five months, while the roadway improvements would take from two to three months. All elements of the project, except the possible restaurant, would be constructed simultaneously so that total construction time would be from six to eight months, to procede immediately after project approval.



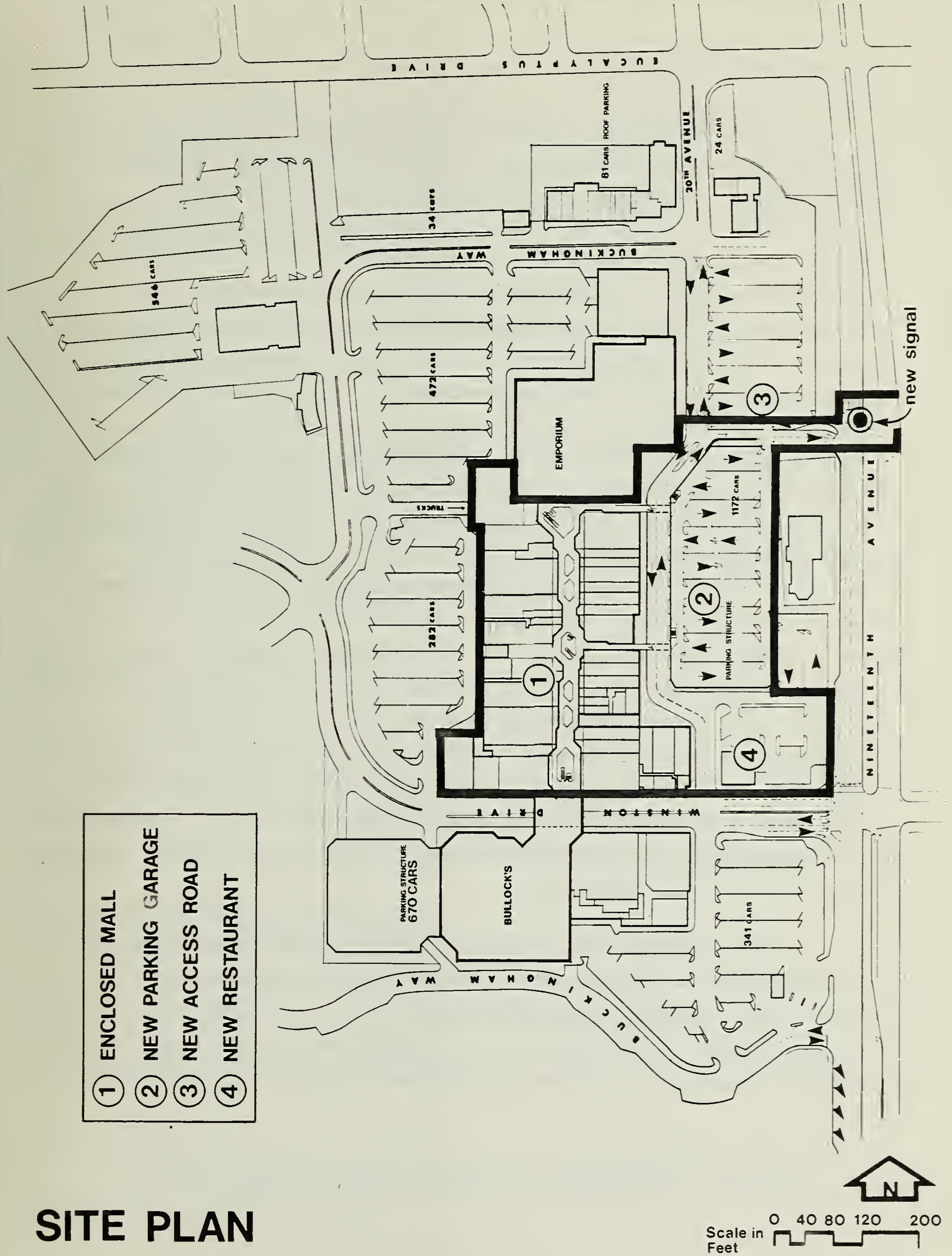
SITE LOCATION MAP

0 2,000 4,000

scale ft.

N

FIGURE 1



SITE PLAN

FIGURE 2

C. PROJECT OBJECTIVES

The Stonestown Shopping Center opened in 1950 and was one of the first suburban-type regional shopping centers on the West Coast. Since the Center opened there have been changes and alterations, such as the construction of the new Joseph Magnin store and the closing of the City of Paris department store. A Bullock's Department Store of 164,000 square feet opened at the Center in November 1977 at the site of the City of Paris building, with a second story overpass connecting the new store to the Mall across Winston Drive.

The open Mall, Center layout and size, color scheme and exterior treatment of the Stonestown Shopping Center are typical of regional centers built in the 1950's. The Stonestown Shopping Center has 864,000 sq. ft. of retail area. Since 1960, the trend in regional shopping center design has been toward larger sizes, typically 750,000 to 1,500,000 square feet. Newer centers are built around two or three large "anchor" department stores and have enclosed air conditioned malls, with open store fronts. According to the applicant's economic consultant,[1] the all-year comfort, convenience, and variety of goods and services offered by these centers have frequently resulted in high sales volumes at these centers, at the expense of neighborhood and downtown retail centers, and older, smaller centers such as Stonestown.

The addition of a new Bullock's store to Stonestown has provided a second major "anchor" to the Center. Other stores have updated and modernized their interiors and to a lesser extent, their exteriors. According to the applicant's economic consultant, however, the Center is still outdated.

---

[1] Bob Wetmore, Keyser Marston Associates, personal interview, 21 June 1978.

The Stonestown Shopping Center serves neighborhoods in western San Francisco. As a result of increasing competition from newer centers in San Mateo County, approximately $40 to $45 million in expenditures by trade-area residents are being lost to stores outside San Francisco, according to the applicant's economic consultant.[1]

The objective of the proposed project is to capture sales which have been lost to centers outside San Francisco by continuing modernization of the Center, increasing customer convenience and offering a wider variety of sales and services. This would be accomplished by expanding the Center; providing protection to patrons from rain and the cool, windy weather typical of the site; providing improved security for customers and tenants; relieving congestion at the Winston Avenue and Nineteenth Avenue intersection (by providing a second access road); and providing additional parking.

D. GENERAL CHARACTERISTICS

The project would have three major components: the expansion and enclosure of the Mall, construction of a new parking garage, and construction of a new access road into the Center. Future construction of a new restaurant near the Winston Drive/Twentieth Avenue intersection is also contemplated.

Mall Expansion and Renovation

The expansion of the Mall would be accomplished by adding a partial second level of stores and roofing over the Mall. The expansion would add 92,000 square feet of retail area, or 10.6%, to the existing 864,000 sq. ft. (including Bullock's). Of the increase, 76,250 square feet would be new second-level office space converted to retail uses, and 7,950 square feet would be created by moving out the fronts of lower level stores (Figures 3 and 4). This represents an increase of 81,000 square feet or about 7 times the increase of the proposed Mall expansion and enclosure described in EE76.74.

---

[1] Bob Wetmore, Keyser Marston Associates, personal interview, 21 June 1978.

The Mall renovation would be accomplished by demolition of the existing concrete canopy and extension of existing concrete columns with steel to support the new roof. Steel beams would be put between the columns to support the new second-level floor. According to the project architect,[1] no new foundation work or columns would be needed, as the existing columns are adequate to support the second level.

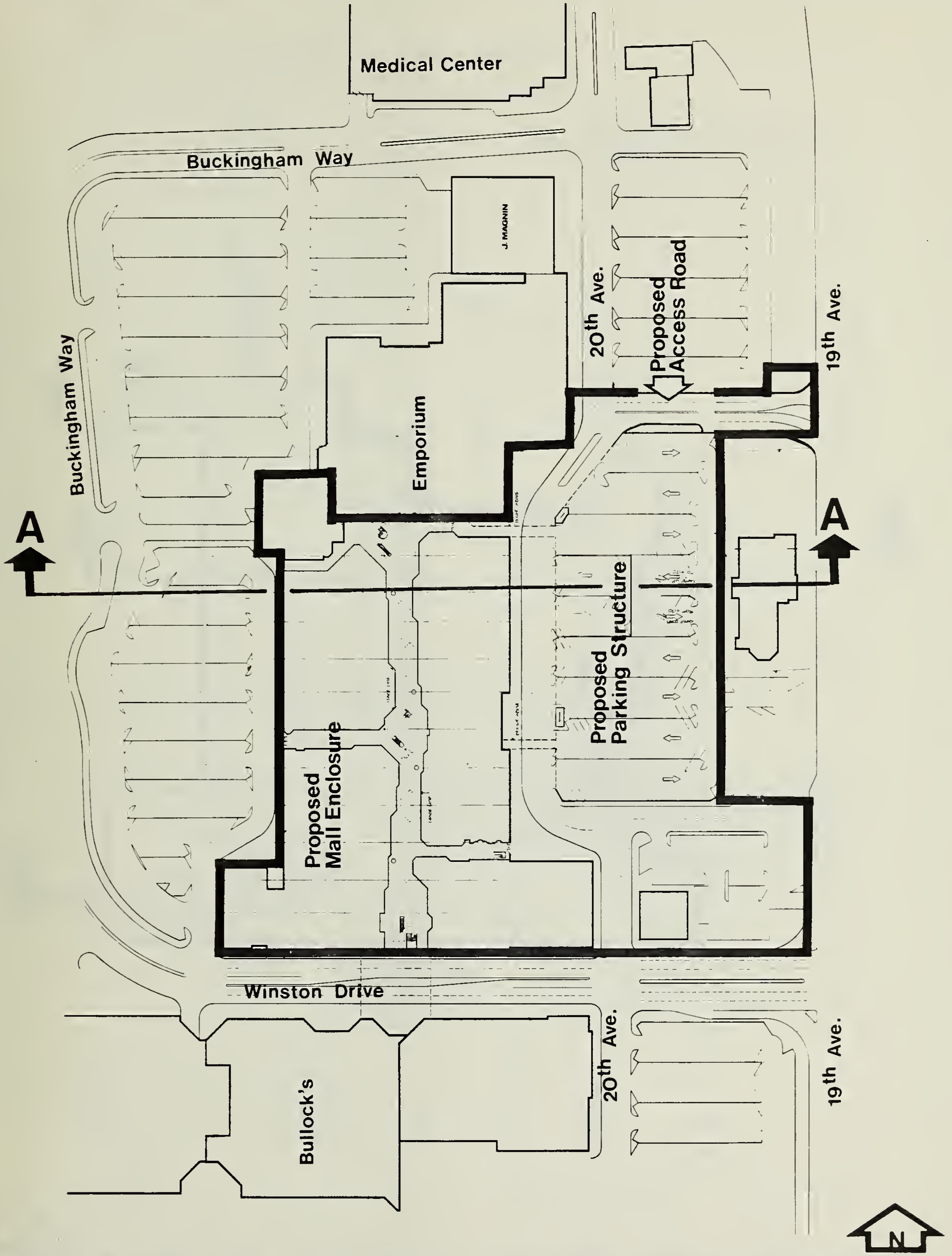
The Mall would be roofed with a decorative ceiling with skylights. The ceiling would be supported by a steel-truss framework. The Mall would be ventilated with rooftop cooling and heating units.

The Mall would have six ground-level entrances and could also be reached through the ground-level stores, which all have front and back entrances. There would be four second-level access points, one with the existing pedestrian bridge over Winston Avenue, one with the second level of the Emporium, and two connecting with the parking garage directly by bridges over the privately owned extension of Twentieth Avenue (see Figure 5).

The Mall would contain three court areas, with escalators and stairs connecting the two levels. These courts would contain planters, seating areas and possibly decorative elements such as sculptures or fountains.

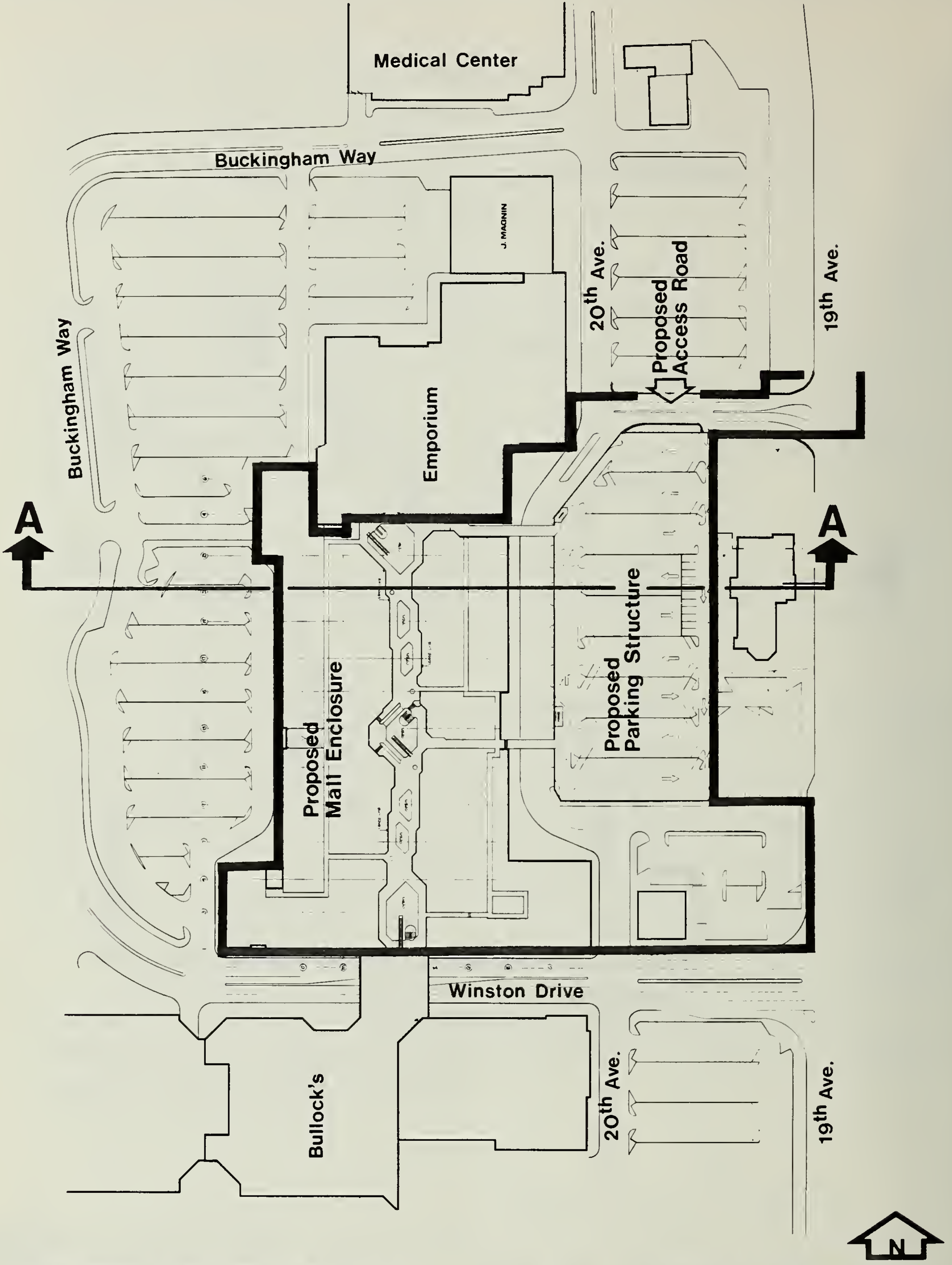
---

[1] Tom Brown, project architect, telephone conversation, 29 September 1977.



LOWER LEVEL PLAN
(See Figure 5 for Section A)

FIGURE 3

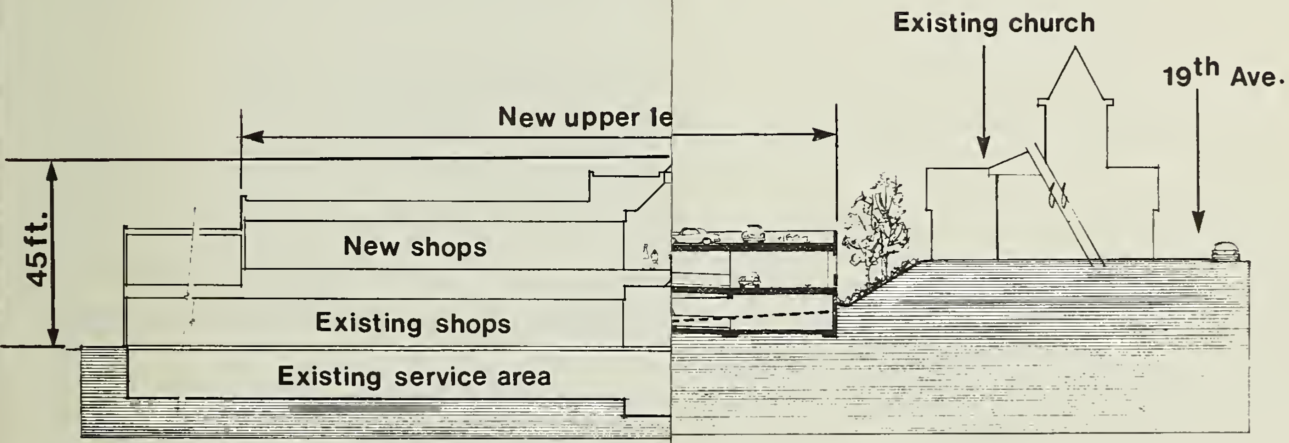


UPPER LEVEL PLAN

(See Figure 5 for Section A)

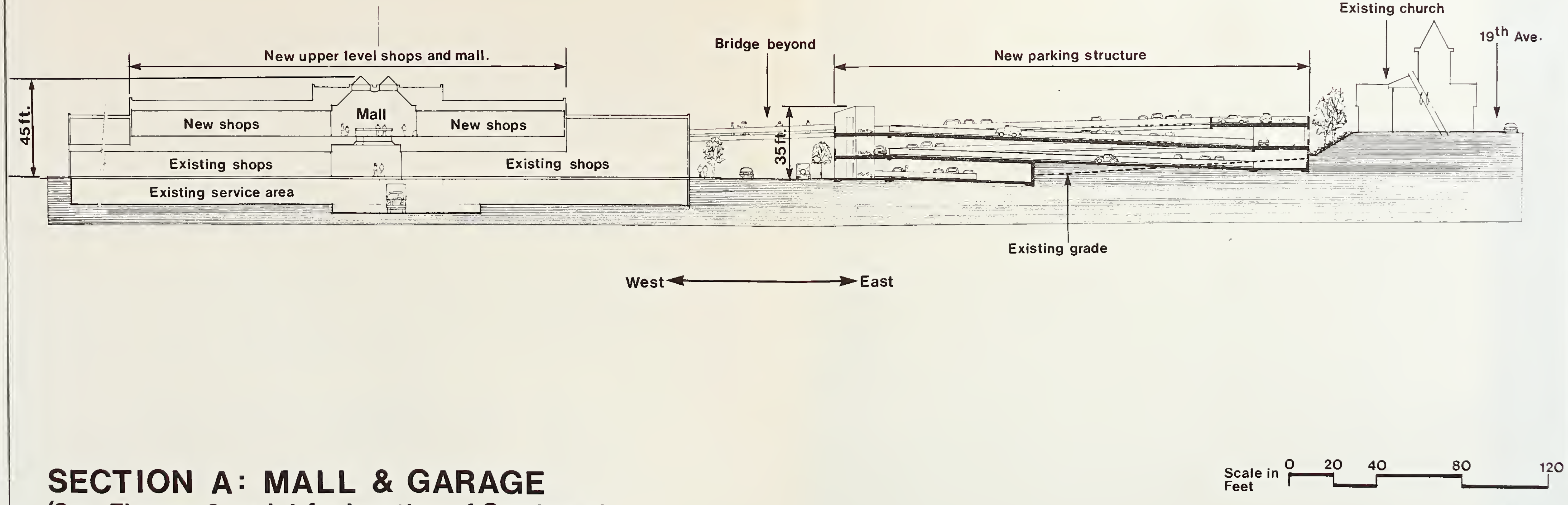
Scale in Feet 0 40 80 120 200

FIGURE 4



SECTION A: MALL
(See Figures 3 and 4 for lo

FIGURE 5



SECTION A: MALL & GARAGE

(See Figures 3 and 4 for location of Section A)

FIGURE 5

The interior of the Mall would be renovated. Store fronts would be open, with steel grates for security at night. Wall surfaces would be light tan in color. The existing floor would be replaced with a terrazzo or tile floor. (see Figure 6)

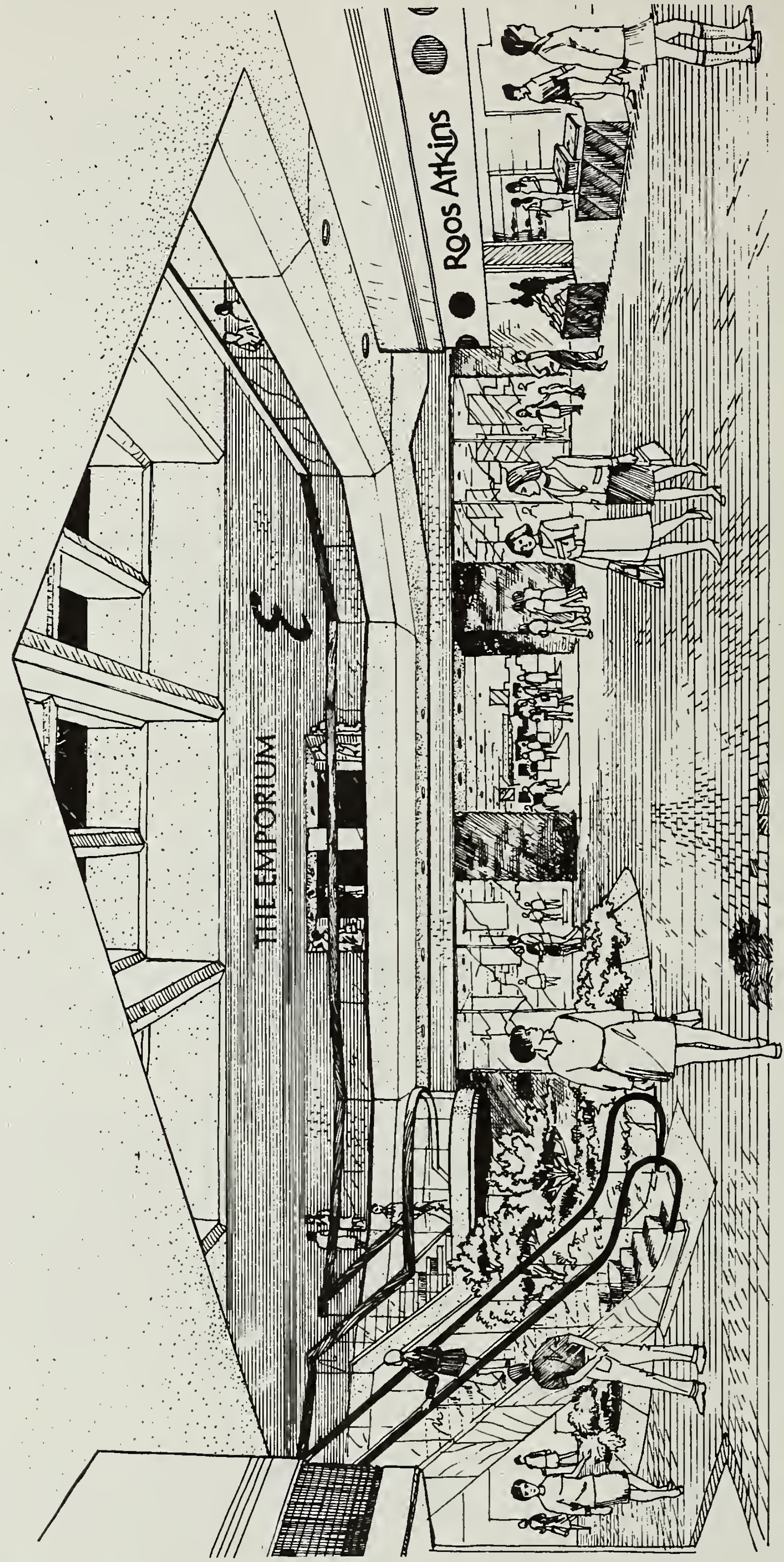
Parking Garage

A three-level parking structure (ground level plus two decks) is proposed for the existing parking lot east of the Mall. The structure would contain 316,000 square feet of space and would provide 857 spaces. As 417 are existing spaces which would be displaced by the new parking structure, access road and restaurant; the net increase in parking spaces would be 440.

The structure would be built of pre-stressed concrete, similar to the Bullock's garage. The building would have a textured concrete or ornamental concrete facade. The perimeter of the structure would be landscaped with trees and shrubs (see Figure 7, page 13). The interior and top level of the garage would have flourescent lights.

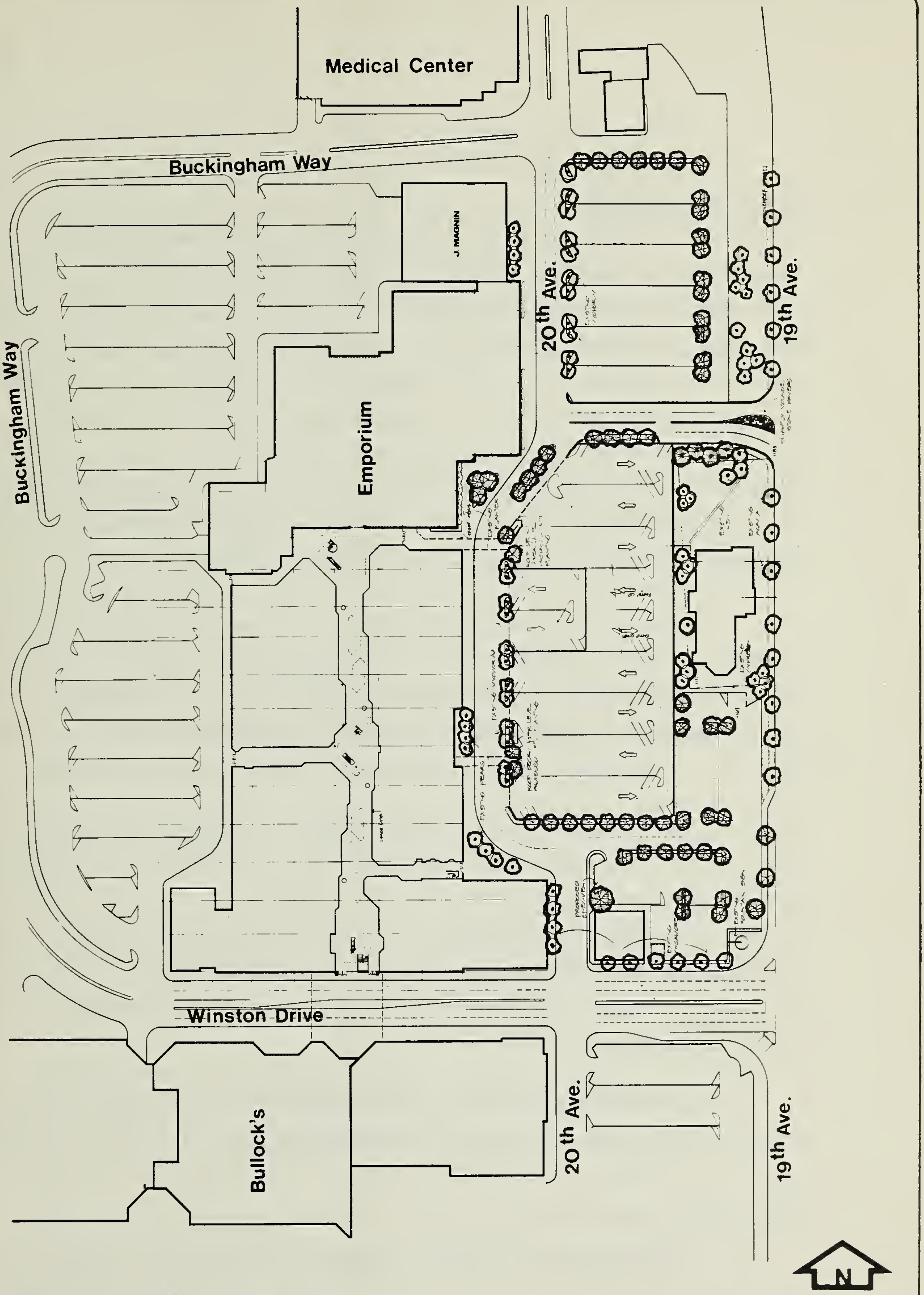
Autos would enter the ground level of the parking garage from Twentieth Avenue. The middle level would be reached from the parking area south of the garage on the east side of the structure and from the proposed new access road. Access to the top level would be provided by interior ramps. Two pedestrian bridges would connect the top level of the garage with the second level of the Mall.

The construction of the garage would involve excavation and earthmoving; use of imported fill is not anticipated, as excavated material could be used as fill for the proposed roadwork.



RENDERING OF MALL INTERIOR

FIGURE 6



LANDSCAPE PLAN

Existing Tree ⊙
Proposed Tree ❁

Scale in Feet 0 40 80 120 200

FIGURE 7

New Access Road

A second entrance/exit to the Center from Nineteenth Avenue is proposed. This 52-foot wide road would connect Nineteenth Avenue with Twentieth Avenue just north of the proposed parking garage (see Figure 2, page 3). At the intersection of this road and Nineteenth Avenue, a new signal would be installed controlling southbound traffic on Nineteenth Avenue and northbound left turning traffic. For northbound traffic, a left-turn queuing lane would be provided adjacent to the MUNI streetcar tracks. Cars using the new road to leave the Center would be limited to a right turn.

The road would provide two lanes for cars leaving the Center and turning right onto Nineteenth Avenue. One lane would be provided for autos entering the Center. A left-turn queuing lane would allow direct access for entering cars to the middle level of the parking garage from the proposed new road.

The signal at the new road's intersection with Nineteenth Avenue would operate as a two-phase signal[1] and would be interconnected to the Nineteenth Avenue/Eucalyptus Drive intersection signal to minimize delay of southbound traffic on Nineteenth Avenue. The signal system would include streetcar detection devices to give signal preemption capability to streetcars.

Street and signal improvements would cost about $150,000, and would be the financial responsibility of the project sponsor.

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[1] A two-phase signal simply alternates red and green in two directions, with no left turn or other signals.

Restaurant

A free-standing, fast food restaurant is being considered for the northeast corner of Winston Drive and Twentieth Avenue. The restaurant would contain about 5,000 square feet of space. Neither plans nor schedule and design information are available for this proposed restaurant, but costs are estimated at $250,000. A separate environmental analysis of the restaurant would be required prior to approval.

E. PUBLIC AGENCY APPROVALS REQUIRED

The Stonestown Shopping Center was originally developed under City Planning Commission Resolution 3721, adopted 16 March 1950. The stipulations of this resolution have been modified several times. On 14 October 1976, the Commission approved two applications for Conditional Uses, adopting Resolutions 7579 and 7580, allowing the construction of the Bullock's department store and the bridge structure over Winston Drive. On the same date the Commission reviewed Master Plan Referral R76.22, authorizing the Director of Planning to report that a revocable encroachment permit for use of City air rights for the bridge structure would conform to the City Master Plan.

The San Francisco Board of Supervisors adopted Resolution 852-76 on 3 November 1976, approving the encroachment permit.

The proposed new construction would require approval of a new Conditional Use Permit before the project could be implemented. During processing of the project permits, the proposed design--specifically that for the new access road and intersection--would be reviewed by the San Francisco Department of Public Works, Muni Railway and California Department of Transportation.

II. LOCAL AND REGIONAL ENVIRONMENTAL SETTING

B. CLIMATE AND AIR QUALITY

2. Air Quality

Air quality is monitored in San Francisco at the Bay Area Air Quality Management District offices at 939 Ellis Street, located about 4.7 miles northeast of the project site. Air quality data for 1977 is shown below, in terms of the number of days that measured levels exceeded either the state or federal ambient air quality standards. This data updates information in EE76.74, page 15.

Table 1

NUMBER OF DAYS THAT AIR QUALITY STANDARDS WERE EXCEEDED IN 1977 IN SAN FRANCISCO[1]

Pollutant	Standard	Number of Days
Oxidant	Federal 1-hour	0
Carbon monoxide	Federal 8-hour	0
Nitrogen dioxide	State 1-hour	0
Sulfur dioxide	State 24-hour	0
Suspended particulates	State 24-hour	1

---

[1] California Air Resources Board, California Air Quality Data, Annual Summary 1977, vol. IX.

C. TRANSPORTATION

Traffic

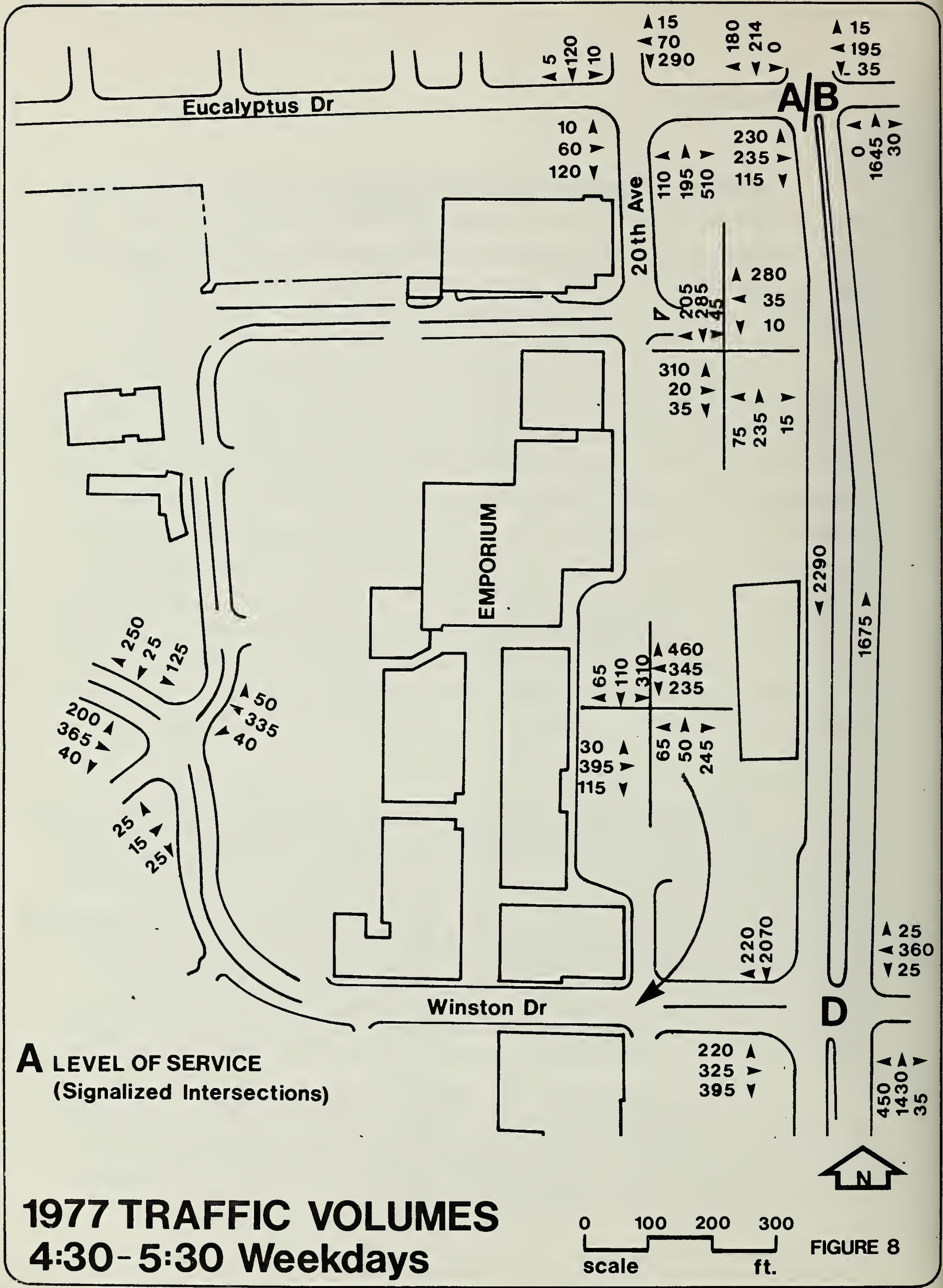
The major streets carrying traffic to and from Stonestown Shopping Center are Nineteenth Avenue, Winston Drive, and to a lesser extent, Eucalyptus Drive and Lake Merced Boulevard which intersects Winston Drive to the west of the Center. These streets are shown in Figure 2, page 3.

Traffic counts were taken in May 1977 at Stonestown Center (see Figure 8) to update information in EE76.74 (page 124). Both a weekday and a weekend count were taken. As these counts were taken on the Friday and Saturday before Mother's Day, they represent the Design Day[1] (the 30th highest day of the year). Traffic on Nineteenth Avenue has increased less than 4% since 1976 except for the left-turn movement from Nineteenth Avenue (northbound) to Winston Drive (westbound). This difference is not statistically significant. This movement increased from 360 to 450 vehicles in the peak-hour, an increase of about 20%, which represents a change in the level of Service from C to D.[2]

---

[1] The Design Day represents that level of traffic activity typically used for design purposes. Only 30 days per year would experience traffic demands higher than that of the Design Day. These 30 days are likely to occur in the period between Thanksgiving and Christmas. The 30th highest day of the year represents conditions that could occur on special sales days such as periods immediately preceeding Easter, Mother's Day, back-to-school sales, etc. Over 300 days per year would experience less traffic than the Design Day but it is believed that planning must be done on a basis of Design Day traffic. This assures that the shopping center access and circulation system would be able to accommodate both existing and future traffic.

[2] Level of Service is a quantitative measure of a number of factors, including speed and travel time, traffic interruption, freedom to maneuver, safety, driving comfort, and convenience and operating cost. Levels range from A, denoting free flow with low volumes and high speed, to F, with jammed conditions and long delays (see Table 4, page 34).



1977 TRAFFIC VOLUMES
4:30-5:30 Weekdays

FIGURE 8

The 4:30 to 5:30 period on a weekday afternoon is still the most heavily traveled period for Nineteenth Avenue traffic (see EE76.74, page 130); this period has been selected for analysis. Estimates of additional traffic from the new Bullock's store were included. No new traffic counts have been made to verify these estimates as Bullock's has been open about 15 months (since November 1977) and therefore has not fully developed its patronage. According to the project sponsor's retail leasing consultant, it generally takes from two to three years for a retail facility to fully develop its market.[1] That Bullock's had not developed its patronage by the 1977 holiday season was verified by counts in Bullock's new garage by Barton-Aschman Associates on 25 November 1977. The garage was used at 50 percent of capacity. On 23 December 1978 the Bullock's garage was observed to be at 76 percent of capacity.[2] Once full patronage has developed, the garage would be expected to be at 85 to 95 percent of capacity during the holiday season.

Nearby intersections continue to operate at a Level of Service A to B/C (see p. 152 of EE76.74 and Table 4, page 34) except the Nineteenth Avenue/Winston Drive intersection, which presently operates at Level of Service D.

Parking Supply

Currently there are 2,730 off-street prime customer parking spaces provided for customers at Stonestown Shopping Center. This includes a net increase of 330 spaces provided by Bullock's garage. An additional 546 parking spaces are provided for employees and customers west of Buckingham Way in the northeast section of the development. There are approximately 120 curb parking spaces along Winston Drive and Buckingham Way that can be used by either employees or customers. In the spring of 1978 there were 41 additional curb spaces along Winston Drive. These were removed to provide enough street width for left-turn lanes into the Bullock's garage, the parking lot opposite the garage and four through lanes. The off-street parking, the west parking lot and the on-street parking provide 3,301 parking spaces available to employees and customers of the Center.

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[1] This has been the experience of the project sponsor's retail leasing consultant and economic advisors and is a generally used criteria in the shopping center industry.

[2] Art Schumacher, Stoneson Development Corporation, telephone conversation, 27 December 1978.

This parking supply of 3,301 spaces is adequate to meet peak parking demand. Based on observations taken by Barton Aschman Associates between 1973 and 1976 prior to the opening of Bullock's, Stonestown was observed to have a peak parking demand of 90 percent of capacity on the Saturday after Thanksgiving. The Saturday after Thanksgiving is one of the 30 highest retail sales days during the year. The net increase of 330 spaces provided by Bullock's was intended to meet peak day demands generated by the new department store. The total number of existing spaces meets the existing minimum requirement of two square feet of open space to one square foot of floor space.

Since Bullock's opened in October, 1977, two additional parking counts were taken at Stonestown. On 25 November 1977, the Friday after Thanksgiving, a count was taken using an aerial photograph. The occupancy was found to be approximately 80%. In 1978 a similar count was taken, on 23 December, the Saturday before Christmas. Occupancy was approximately 93 percent. Both of these occupancy levels reflect the parking demand in all of the parking areas at the shopping center. The observed occupancy rates for the prime parking areas were 85 and 99%, respectively.

For both surveys, large numbers of illegally parked vehicles were observed along the curbs and at the ends of the aisles. In 1977 approximately 50 vehicles were illegally parked and in 1978 approximately 70 vehicles were illegally parked. Twice this number of vehicles were observed driving in the aisles apparently searching for parking spaces. Illegally parked vehicles and vehicles searching for parking were observed in the main parking areas while the west parking lot had 226 and 165 empty spaces, respectively. Signs had been posted to direct patrons to this unoccupied lot.

Parking demand over the entire year varies but occupancy can be expected to be 85% or greater for 30 to 40 days during the year. A parking occupancy of 80-85% is considered to be fully utilized in a short-term parking area.[1] It is uncommon for a shopping center (or other short-term) parking lot to experience occupancies of greater than 95 percent.

Service Vehicles

Stonestown's truck-loading activity takes place below the shopping center mall, with the exception of Bullock's, which uses a truck dock along Buckingham Way and J. Magnin's, which has a separate dock served from the west parking lot. Based on Bay Area averages,[2] it is estimated that there are approximately 240 daily truck trips or 120 trucks visiting the Center per day. There are two entrance/exits to the tunnel--one on Buckingham Way on the west side of the Center and one on Buckingham Way on the south side of the Center.

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[1] Traffic Engineering--Theory and Practice, Louis J. Pignatero, Prentiss-Hall, 1973, p. 268.

[2] Tenth Progress Report on Trip Ends Generation, Caltrans, District 4, July 1975.

Recent Improvements

In mid-1977, the intersections of Twentieth Avenue and Winston Drive and Twentieth Avenue and Buckingham Way became four-way stops; previously these intersections were controlled by two-way stops, vehicles approaching either intersection on Twentieth Avenue were controlled by the stop signs. According to Barton-Aschman Associates' observations,[1] the four-way stop signs have improved the overall operation of these two intersections.

F. AESTHETICS

The visual character of the Center has been modified by the construction of the Bullock's store, parking garage, and bridge over Winston Drive. Figure 9 shows a photograph and a rendering of the Bullock's store and parking garage taken from approximately the same vantage point on Buckingham Way. The rendering is taken from the Final EIR for the Stonestown Shopping Center Renovation Project (EE76.74, Figure 14, page 50). Comparison of these two figures shows that the height and scale of the actual building is greater than that in the rendering. Automobiles are absent in the rendering. The extent of screening by vegetation is greater than depicted in the rendering.

Figures 10 and 11 allow comparison of renderings and photographs of similar views of the bridge over Winston Avenue. The stop sign shown in Figure 11 was installed by the developer during construction of the Bullock's store.

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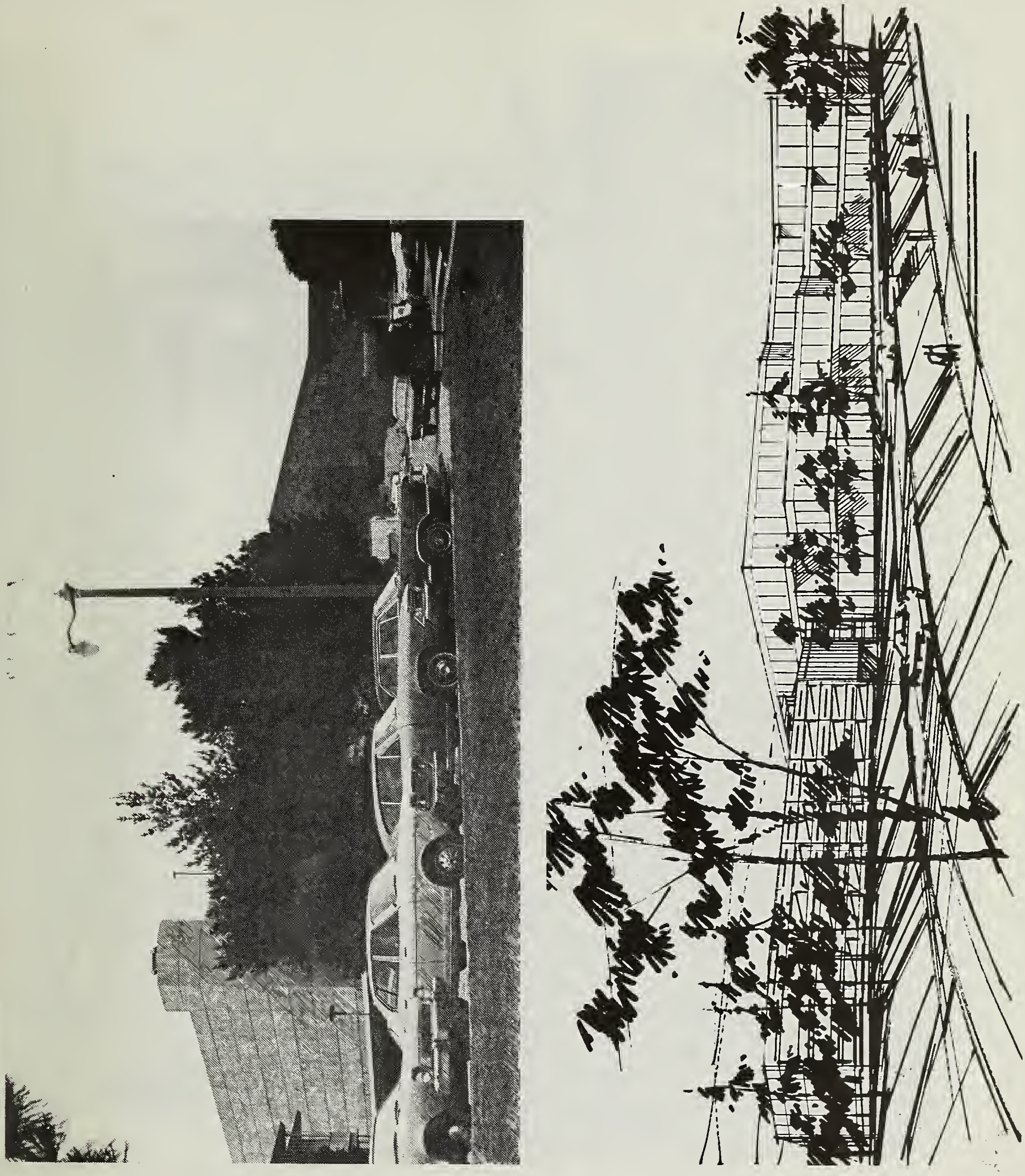
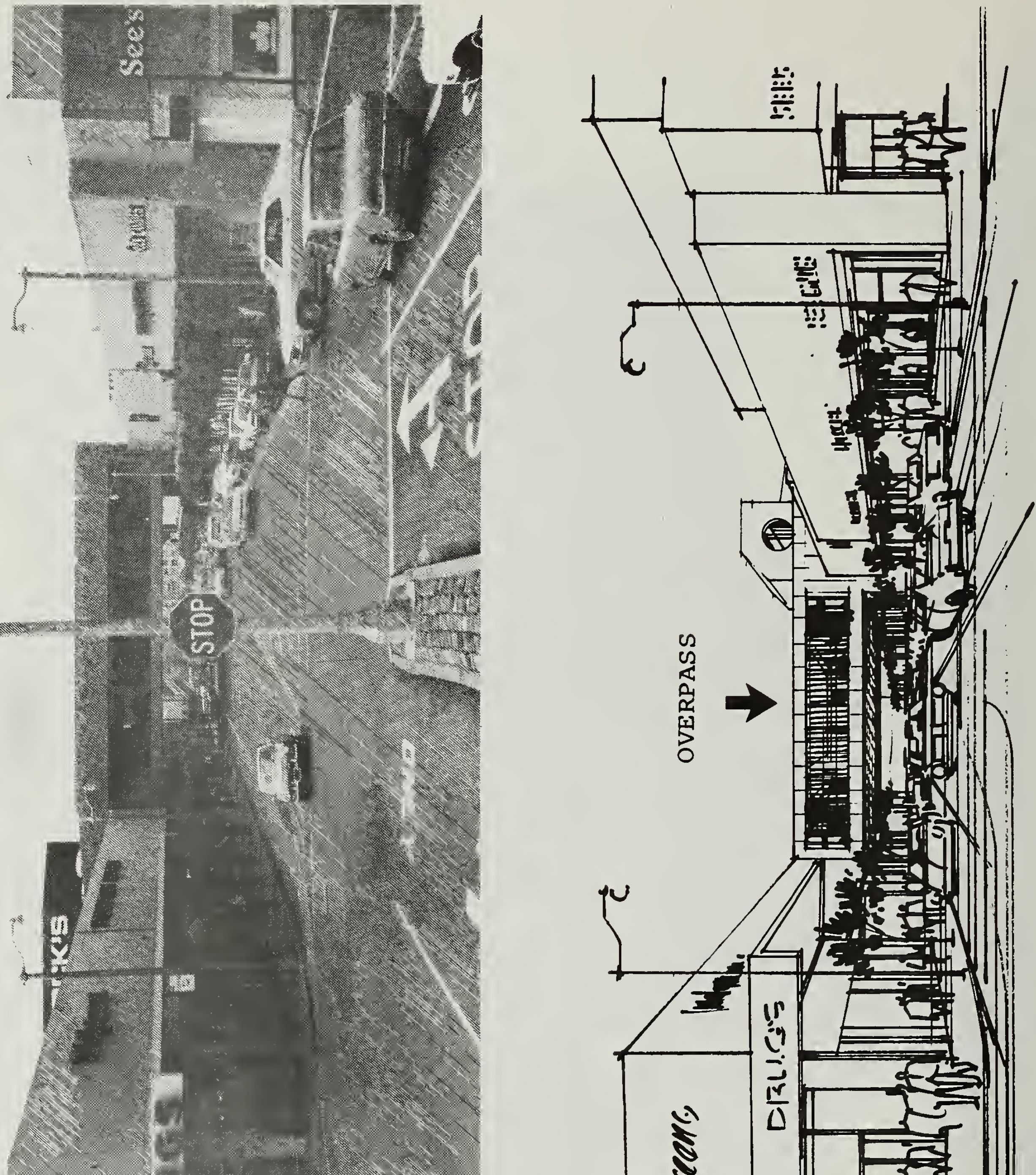
[1] Observations made on 1 November 1977, 8 February 1977 and 21 September 1978 by Patrick Gibson and/or Jean Follette, Barton Aschman Associates.



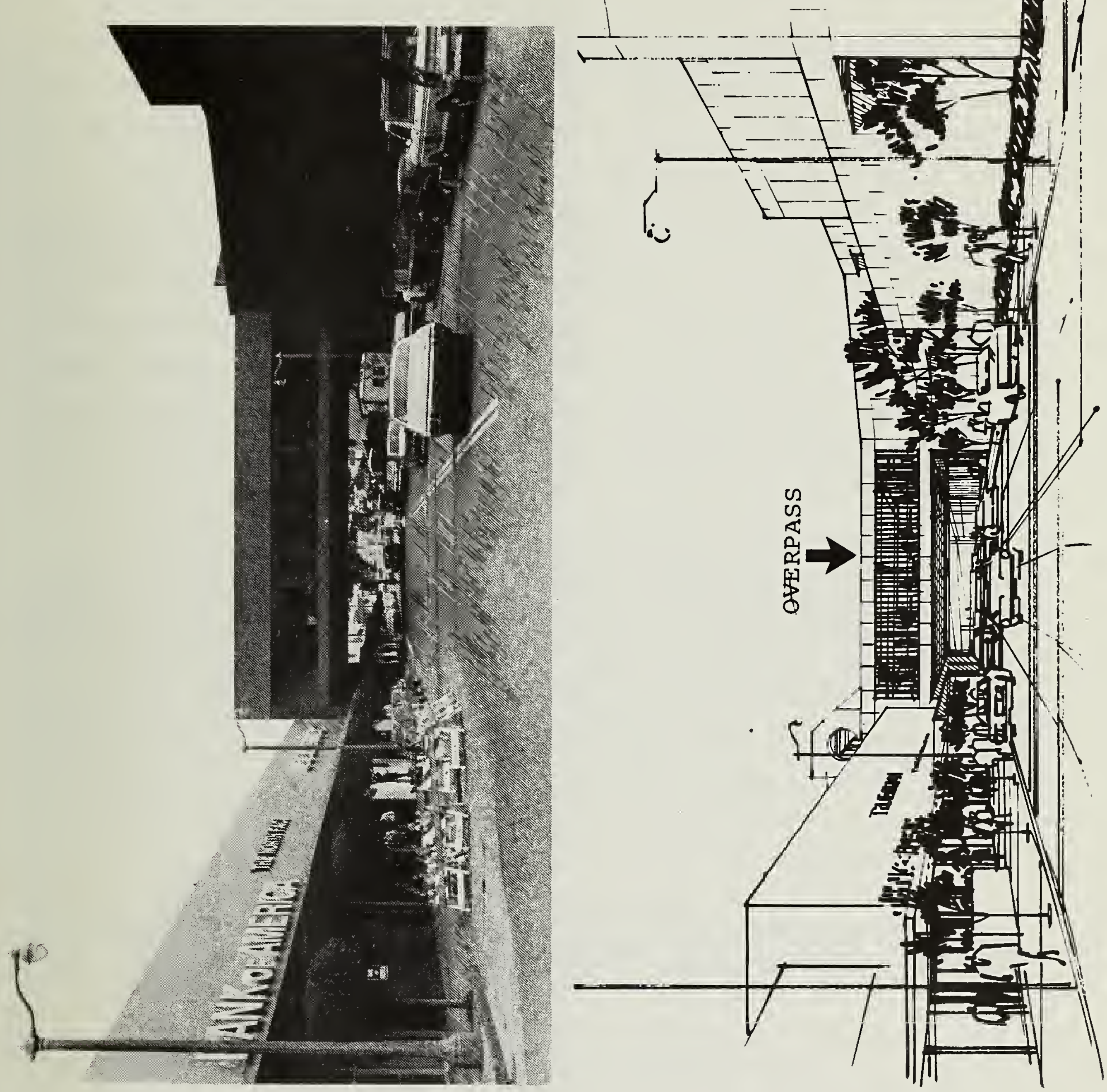
LOOKING NORTH FROM BUCKINGHAM WAY – PHOTO & RENDERING

FIGURE 9



LOOKING WEST FROM WINSTON DRIVE

FIGURE 10



LOOKING EAST FROM WINSTON DRIVE

FIGURE 11

K. ECONOMIC ENVIRONMENT

Since 1967, major retail center sales at Stonestown have declined, as measured in constant 1976 dollars.[1] According to the applicant's economic consultant, incipient causes of sales decline were the opening of Serramonte and Tanforan, San Mateo County centers whose expansion could cut further into Stonestown sales. According to a recent market study by Keyser Marston Associates, Inc., prepared for the applicant, 3 to 5% of Stonestown sales are to residents of Marin County; development of one or more new major regional centers in Marin County, now in the planning stage, could reduce Stonestown's share of sales originating in Marin County.

Since the publication of EE76.74, the Stonestown Center has increased its retail area by 172,000 square feet with the construction of the Bullock's department store. This addition is expected to have yearly sales of $18 million, generating sales tax receipts of $1,170,000 annually. Information on actual sales and tax revenues is not available.[2]

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[1] Current dollars adjusted for inflation.

[2] Art Schumacher, Stoneson Development Corporation, telephone conversation, 14 December 1978.

III. DIRECT AND INDIRECT ENVIRONMENTAL IMPACTS

B. AIR QUALITY AND CLIMATE

Because of the additional traffic that would be generated by the project, the potential for additional traffic on Nineteenth Avenue due to the possible closing[1] of the upper Great Highway and a recent revision of expected future emission rates from automobiles, air quality in the vicinity of the project has been reevaluated. The intersection of Winston Drive and Nineteenth Avenue was selected for analysis because it contains the highest traffic levels near the project.

On the local scale, carbon monoxide (CO) is the most important air pollutant generated by automobiles. Carbon monoxide levels at the intersection have been calculated for 1978 under worst-case[2] meteorological conditions. The methodology used was developed by the Bay Area Air Quality Management District,[3] with emission factors modified to account for recent revisions to future emission estimates.[4] Calculations were carried out for the one- and eight-hour peak traffic periods, corresponding to the averaging periods for the federal CO standards. The two roadways were modeled as line sources,[1] and concentrations from the two roads summed.[2] Average vehicle speeds were assumed to be 10 mph during the peak 1-hour traffic period, and 15 mph during the peak 8-hour traffic period. Traffic volumes used were those generated in the analysis of traffic impacts. The results of the analysis are shown below in Table 2.

---

[1] The construction of the Westside Transport and Storage Facility, part of the San Francisco Wastewater Master Plan, may temporarily close the upper Great Highway. (see FEIR EE75.304 Westside Transport and Storage Project).

[2] A 1 meter per second wind blowing at a 22-1/2° angle to the roadway under stable atmospheric conditions.

[3] Bay Area Air Pollution Control District, Guidelines for Air Quality Impact Analysis of Projects, 1 June 1975.

[4] Association of Bay Area Governments, Modifications to Baseline Emissions Inventory due to EPA's Supplement 8, memo to AQMP Joint Technical Staff dated 18 July 1977.

Table 2

CARBON MONOXIDE CONCENTRATION AT THE
WINSTON DRIVE/NINETEENTH AVENUE INTERSECTION,
IN PARTS PER MILLION

	Federal Standard	No Project	With Project	With Project, Great Highway Closed
1-hour average	35	22.8	23.2	25.3
8-hour average	9	7.1	7.2	7.8

The curbside CO levels pedestrians might be exposed to are represented by the concentrations shown above. As these are worst-case values, it appears that the air quality standards would not be exceeded. Concentrations elsewhere in and near Stonestown would be lower.

The regional impact of the proposed project would be related to the Vehicle Miles Traveled (VMT) generated by the project. If the average one-way trip length is assumed to be five miles, the 3,185[1] new trips resulting from the project would increase regional VMT by 16,000 over its current level of 76 million,[2] or 0.02 percent. Total VMT increase for the Bullock's Department Store and Mall expansion described in EE76.74 was estimated at 20,000, of which 5% was attributable to the Mall enclosure (See p. 40, EE76.74). However, an unknown portion of these trips otherwise would have been made to more distant centers, reducing the VMT figure.

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[1] Roadways are considered to be infinitely long linear sources, as opposed to stacks and vents which are point sources for pollutants.

[2] Worst-case wind conditions (a wind blowing at an angle of 22-1/2 degrees to the roadway) cannot occur simultaneously for both roads. The method is therefore conservative, in that it tends to over-predict concentrations. This over-prediction, however, can be considered to account for background sources such as other roads and the Center's parking areas.

C. TRANSPORTATION

Traffic

In addition to examining the impacts of traffic generated by the new Mall renovation on adjacent streets, the potential impacts of the West Side Transport/Storage Project must be taken into account. This sewer project could divert traffic from the upper Great Highway and some traffic may choose to use Nineteenth Avenue during construction.[3] Construction of the sewer is presently scheduled to begin in the first or second quarter of 1980 with 2-1/2 to 3 years to completion; there would, therefore, be an overlap with the opening of the new Mall. This overlap could be as much as one year, depending upon scheduling. Once construction of the sewer is completed, City policy is to reopen the upper Great Highway with two lanes in each direction.[4]

---

[1] The derivation of total trips is explained on page 34.

[2] Bay Area Air Pollution Control District, Air Pollution with the San Francisco Bay Area, 10th edition, March 1976.

[3] City and County of San Francisco, Final EIR, West Side Transport/Storage Project, EE75.304, July 1977.

[4] Board of Supervisors Resolution 984-77, adopted 5 December 1977.

There are four proposed alternatives to handling existing traffic on the Upper Great Highway during construction of the sewer.[1] While no alternative has been selected, only one--the closure to traffic in both directions--would increase traffic on Nineteenth Avenue in both directions. The increase in traffic is expected to be 10% northbound and 14% southbound during the peak hour.

Levels of Service[2] calculations have been carried out under a number of alternate situations for the major intersections near the project site:

1. Existing traffic,
2. Existing traffic plus traffic diverted from the upper Great Highway, without the project,
3. Existing traffic plus traffic diverted from the upper Great Highway, with the project, and
4. Existing traffic, plus project-generated traffic.

It was assumed that the counts taken by Barton-Aschman in 1977 represent 1978-79 traffic levels. Case 3 above would occur if the project were completed while the upper Great Highway was closed, while Case 4 is the probable condition after completion of the sewer project.

The effect of the proposed new access road to the Center was examined by carrying out calculations with and without the new access for the four cases above. The results of these calculations are shown in Table 3, page 33. The estimated peak hour traffic levels are shown in Figures 12 and 13.

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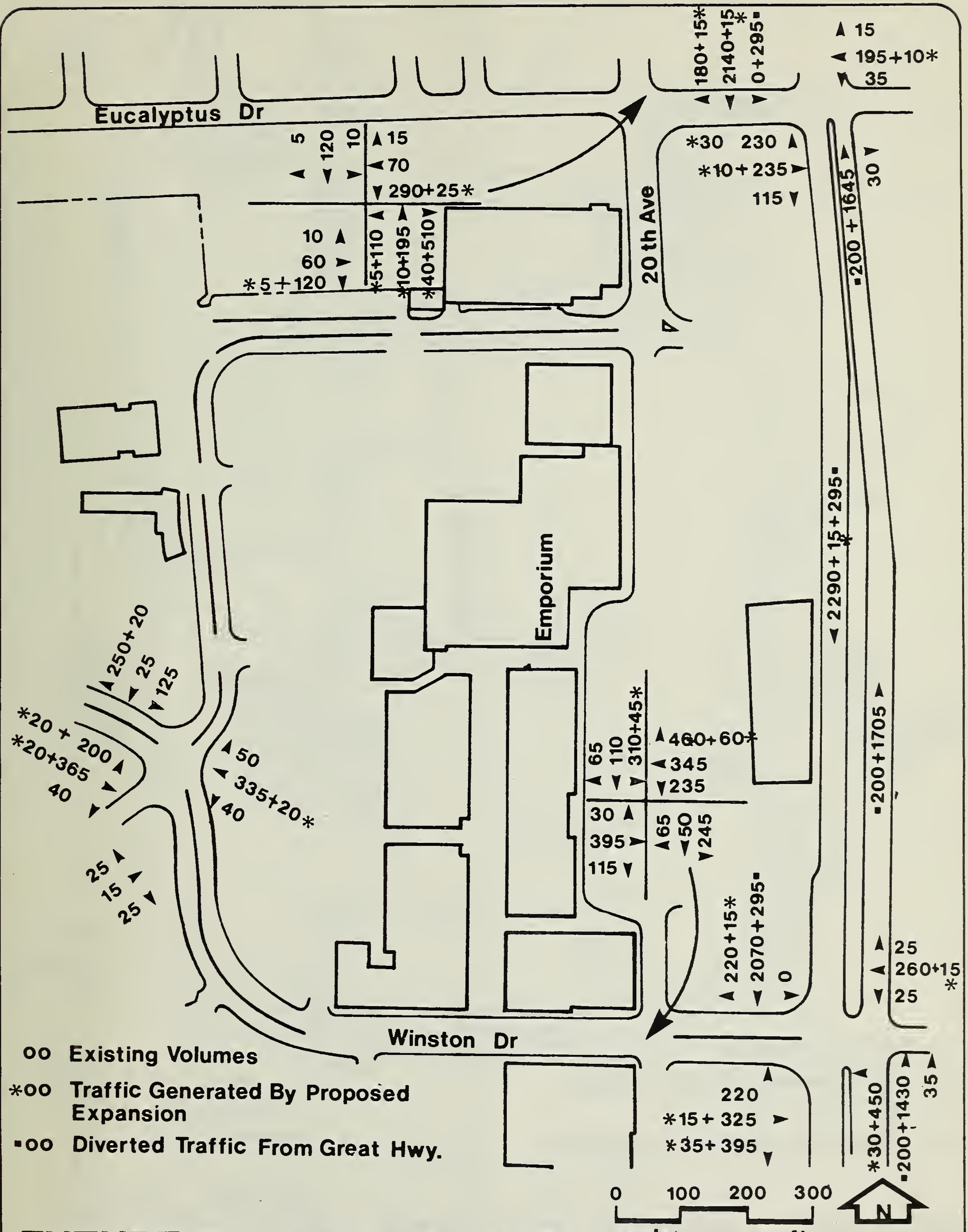
[1] City and County of San Francisco, Final EIR, West Side Transport/Storage Project, EE75.304, July 1977.

[2] See Table 4, page 33 for definition of Levels of Service.



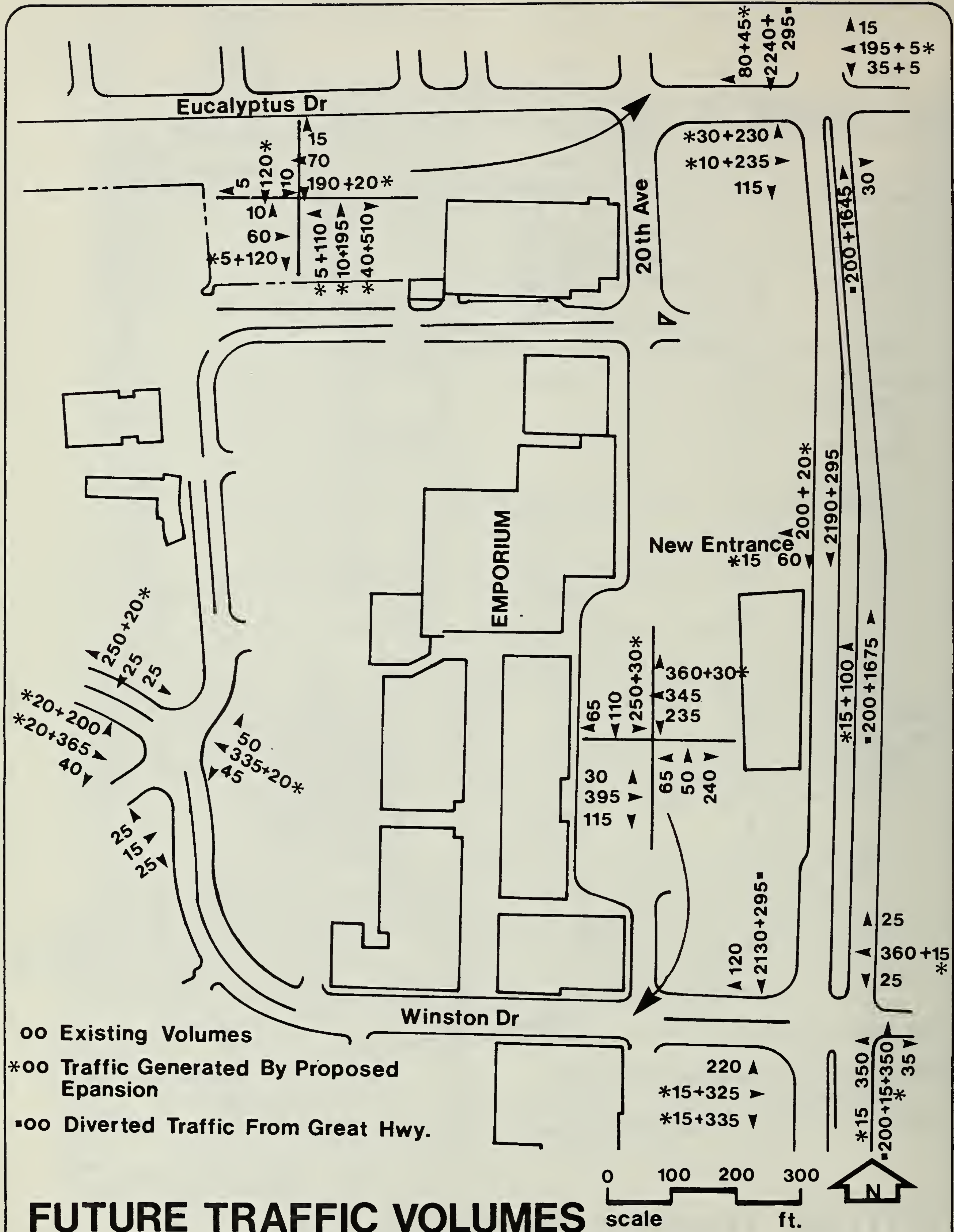
oo Existing Volumes

*oo Traffic Generated By Proposed Expansion

▪oo Diverted Traffic From Great Hwy.

FUTURE TRAFFIC VOLUMES w/o Proposed New 19th Ave. Access

FIGURE 12



FUTURE TRAFFIC VOLUMES with Proposed New 19th Ave. Access

FIGURE 13

Table 3

AFTERNOON PEAK HOUR TRAFFIC LEVELS OF SERVICE[1] ASSUMED ROAD CONDITIONS[2]

Intersection	Existing		Existing with Great Highway Closed		Existing with Great Highway Closed and Project		Existing with Project	
	WITHOUT NEW ACCESS	WITH NEW ACCESS	WITHOUT NEW ACCESS	WITH NEW ACCESS	WITHOUT NEW ACCESS	WITH NEW ACCESS	WITHOUT NEW ACCESS	WITH NEW ACCESS
Winston Drive/ Nineteenth Ave.	D	C/D	E	D	E	D	D	C/D
Eucalyptus/ Nineteenth	A/B	A/B	B/C	B	B/C	B/C	A/B	A/B
New Access/ Nineteenth	-	A/B	-	A/B	-	A/B	-	A/B
Winston Drive/ Lake Merced	A/B	A/B	A/B	A/B	B	B	B	B

---

[1] See Table 4 for definitions of Levels of Service

[2] Based on traffic volumes shown in Figures 12 and 13, pages 31 and 32.

Table 4
LEVELS OF SERVICE[1]

Level of service A describes a condition of free flow, with low volumes and high speeds. Traffic density is low, with speeds controlled by driver desires, speed limits, and physical roadway conditions. There is little or no restriction in maneuverability due to the presence of other vehicles, and drivers can maintain their desired speeds with little or no delay.

Level of service B is in the zone of stable flow, with operating speeds beginning to be restricted somewhat by traffic conditions. Drivers still have reasonable freedom to select their speed and lane of operation. Reductions in speed are not unreasonable, with a low probability of traffic flow being restricted. The lower limit (lowest speed, highest volume) of this level of service has been associated with service volumes used in the design of rural highways.

Level of service C is still in the zone of stable flow, but speeds and maneuverability are more closely controlled by the higher volumes. Most of the drivers are restricted in their freedom to select their own speed, change lanes, or pass. A relatively satisfactory operating speed is still obtained, with service volumes perhaps suitable for urban design practice.

Level of service D approaches unstable flow, with tolerable operating speeds being maintained though considerably affected by changes in operating conditions. Fluctuations in volume and temporary restrictions to flow may cause substantial drops in operating speeds. Drivers have little freedom to maneuver, and comfort and convenience are low, but conditions can be tolerated for short periods of time.

Level of service E cannot be described by speed alone, but represents operations at even lower operating speeds than in level D, with volumes at or near the capacity of the highway. Flow is unstable, and there may be stoppages of momentary duration.

Level of service F describes forced flow operation at low speeds, where volumes are below capacity. These conditions usually result from queues of vehicles backing up from a restriction downstream. Speeds are reduced substantially and stoppages may occur for short or long periods of time because of the downstream congestion. In the extreme, both speed and volume can drop to zero.

---

[1] Derived from Highway Research Board, Highway Capacity Manual, Spec. Rpt. No. 87, 1965.

New traffic generated by the project is estimated at 3,190 one-way trips per day, and 275 trips during the peak traffic hour. These estimates were based on a generation factor of 36 trips per day[1] and 3.19 trips in the peak hour[2] per 1,000 feet of retail space. An adjustment was made for existing traffic generated by the office space that would be converted to retail use. These offices are occupied by professional businesses such as engineers and doctors.

As shown in Table 3, the worst Levels of Service occur when no new access is built and the upper Great Highway is closed. Without the construction of a new access, all intersections except Nineteenth Avenue and Winston Drive operate at Levels of Service of B/C or better. This intersection would operate at Level of Service 'E' during the period when the Great Highway would be closed. Operations would then return to the existing Level of Service 'D'.

A survey taken in May 1977 by Barton-Aschman Associates showed that vehicles were using Twentieth Avenue as a through street during the peak-hour. Twentieth Avenue between Buckingham Way and Winston Drive (northbound) was found to be used by 105 vehicles during the peak hour. These vehicles were using Twentieth Avenue as a through street to gain access to Eucalyptus Drive. They turned left from 19th Avenue onto Winston Drive and then right onto Twentieth Avenue which intersects Eucalyptus Drive. This path is used because there are no left turns allowed from Nineteenth Avenue onto Eucalyptus Drive. With the proposed new access, these northbound vehicles could pass Winston Drive and turn left from Nineteenth Avenue into the proposed access to avoid the four-way stop at Winston Drive and Twentieth Avenue thereby relieving some of the congestion at the latter intersection.

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[1] Tenth Progress Report on Trips Ends Generation, Caltrans, District 4, July 1975, Study 157; Second Progress Report on Traffic Generation, Caltrans, District 11, December 1972; Trip Generation by Land Use, Maricopa Association of Governments, April 1974; Barton-Aschman Associates counts taken at Sun Valley Center (Concord, 1973 Christmas), Eastridge Center (San Jose, 1972, 1973, 1974), Southland (Hayward, 1973 Christmas), Oakbrook (Oak Brook, Illinois, 1975).

[2] Based on Barton-Aschman Associates peak-hour traffic counts in 1973. Although updated center-wide counts have not been taken, peak parking accumulation and intersection counts made since 1973 have verified the 1973 generation rate.

A question was raised by MUNI as to whether a signal at Twentieth Avenue and Eucalyptus Drive would improve the flow of traffic through the intersection. Due to the proximity of this intersection to the intersection of Nineteenth Avenue and Eucalyptus Drive, it would be necessary to interconnect the two signals so that when the Eucalyptus Drive/Nineteenth Avenue signal was green in the east-west direction, the Eucalyptus Drive/Twentieth Avenue signal would be green in the east-west direction also. If this were not done, queued vehicles at one intersection would interfere with traffic flow at the other. This would result in more delay to the vehicles (both auto and transit) turning left from Eucalyptus Drive to Twentieth Avenue than currently exists under the three-way stop operation where this movement is not restricted.

Transit

Left turns made from Nineteenth Avenue into the new access would cross the MUNI rail line but the left turn lane would not be located on the tracks. The left turn signal would be timed such that the streetcar would pre-empt the signal, so that delays to streetcars would be no worse than they are today. This is standard operating procedure for most Nineteenth Avenue intersections with streetcars. Transit patronage, which accounts for approximately 8% of all trips to Stonestown, should increase by 275 trips per day or approximately 25 during the peak hour. Sufficient capacity now exists on routes serving the site.

MUNI has raised the question of whether a "Transit Only" lane could be provided along Twentieth Avenue between Winston Drive and Buckingham Way. There is adequate width to accommodate one "Transit Only" lane in the southbound direction along the west side of Twentieth Avenue. Locating it on the west side would be ineffective as there would be conflict with vehicles entering and exiting the parking lot and proposed garage. The striping of Twentieth Avenue between Buckingham Way and Winston Drive would provide two southbound lanes and one northbound lane. The westerly curb lane could be designated as a "Transit Only" lane. Parking would be prohibited along the west curb.

The Nineteenth Avenue/Winston Drive intersection has dual left turn lanes from northbound Nineteenth Avenue to westbound Winston Drive. Due to the width of Nineteenth Avenue and the location of the MUNI tracks in this area it was necessary to put one of the left-turn lanes on the tracks. MUNI has requested investigation of the necessity of this second lane if the new access were implemented, on the basis that the new access would relieve the left-turn demand at Winston. It is estimated that the reduction in left-turns would be approximately 100 vehicles during the evening peak hour. This would not be sufficient to eliminate the demand for the second left-turn lane. It should be noted that this left turn also serves the residences to the west of Stonestown.

Parking Supply

The proposed parking garage would provide a net increase in parking supply of 440 prime customer parking spaces.[1]

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[1] Prime customer spaces are those that are both within close proximity (200-250 feet) of the stores and within a protected off-street parking lot. Other customer spaces (non-prime) are those outside of this distance and those curb spaces located along a street. Employee parking spaces are generally located more than 250 feet from stores.

This parking would satisfy the increased parking demand associated with the proposed expansion. It is projected that this new facility would have an occupancy of 85% or greater for 35-40 days per year. Most of these days would be between Thanksgiving and Christmas. On an average day the new facility would be approximately 70% occupied.

Direct pedestrian access would be provided to the Mall from the upper level of the parking garage. The Transportation Element of the San Francisco Master Plan as revised, contains several policies and objectives concerning parking in the Citywide Parking Plan.[1]

The following objectives and policies would apply to the project:

Objective 1: Ensure that the provision of new or enlarged parking facilities does not adversely affect the liveability and desirability of the City and its various neighborhoods.

Policy 1: Assure that new or enlarged parking facilities meet need, locational and design criteria.

Policy 4: In any large development, allocate a portion of off-street parking spaces for compact automobiles.

Policy 5: Provide convenient and safe parking facilities for bicycles.

Objective 2: Contain and lessen the traffic and parking impact of institutions on surrounding residential areas.

---

[1] San Francisco City Planning Commission, Revisions to the Transportation Element of the Master Plan Regarding Parking, adopted 20 January 1977.

Service Vehicles

The proposed project would generate approximately 28 additional service vehicle trips per day, based on a generation rate of 0.3 trips/1,000 square feet.[1] Twenty-six trips would be to stores in the Mall and would use the truck tunnel. Two trips would be to the restaurant and would use the parking lot to the south of the new garage. This would increase existing total service vehicle trips by 10%. Due to the probable composition of new Mall stores, service vehicles would be either single unit, two axle truck (50%) or panel pickups (50%).

These trips would be distributed over the entire day, but most (approximately 80%) would occur before 4:00 p.m. and would not impact peak-hour traffic.

Pedestrians

The direct access between the garage and the second level of the Mall would divert those persons parking on the upper floor of the garage from an at-grade crossing on Twentieth Avenue. Persons on the first and second levels of the garage may also use the overpass. They would reach the overpass by stair or elevator. The increase in pedestrians corssing from the garage would be approximately 530 on a peak shopping day and 400 on an average day. Approximately 260 pedestrians would cross at-grade.

---

[1] Tenth Progress Report on Trips Ends Generation, Caltrans, District 4, July 1975.

The proposed left turn lane into the new access road would require that the fence along the MUNI tracks be interrupted. The purpose of this fence is to prevent pedestrians from crossing the tracks at mid-block. As the proposed access would open the fence opposite St. Mary's School, it is probable that students would cross at this point. In order to protect these pedestrians, it would be necessary to install a pedestrian phase in the signal timing of the intersection. Pedestrians would cross on the north side of the intersection, while vehicles were turning left into the site.

Signal timings and offsets for Eucalyptus Avenue/ Nineteenth Avenue and Winston Drive/Nineteenth Avenue were obtained from the City Bureau of Traffic Engineering. These were used to develop a time-space diagram to determine whether the proposed signal would interfere with the existing auto movement along Nineteenth Avenue. It was found that because the new signal would be located approximately half-way between the two existing signals and because of the offsets between Eucalyptus and Winston, there is about 25 seconds of green time during the peak a.m. and p.m. periods and approximately 48 seconds of green time during off-peak periods available at the new intersection. This available time is sufficient to accommodate left turns and pedestrian crossings. Capacity calculations indicate that the left-turn movement would require approximately 12 seconds. This turn could be accommodated during all periods of the day. Pedestrians would require 31 seconds (at 4 feet per second) to cross the 125-foot roadway. Pedestrians could cross during off-peak hours within the available green time. But, during peak hours pedestrians would have to cross using two signal cycles. Thus, they would wait on a pedestrian island in the center of Nineteenth Avenue opposite the left-turn lane. The other option would be to extend the peak period green time to accommodate the pedestrian movement.

The first option would be optimal as the number of pedestrians would be minimal at these times of day. The pedestrian signal would only be called if the pedestrian phase push-button were actuated. There would be pedestrian phase-buttons on each side of Nineteenth Avenue and on the median island. Use of pedestrian phase buttons would reduce the delay to vehicles on Nineteenth Avenue.

D. NOISE

The greatest generation of noise associated with the proposed project would take place during construction. Earth moving, and grading and construction activities would elevate noise levels near the site. The loudest activities would be pavement breaking and earth moving, which would generate peak noise levels of about 90 dBA at 50 feet.[1] Peak noise would be audible at locations with direct line of sight as far as 800 feet from the site.

Permanent impacts on the noise environment would be due to project traffic and mechanical equipment. Traffic noise levels in the project area would be increased less than 1 dBA. Within the parking garage, noise levels would be high near auto traffic. Noise from mechanical equipment on the roof of the structure would not be audible anywhere near the site.

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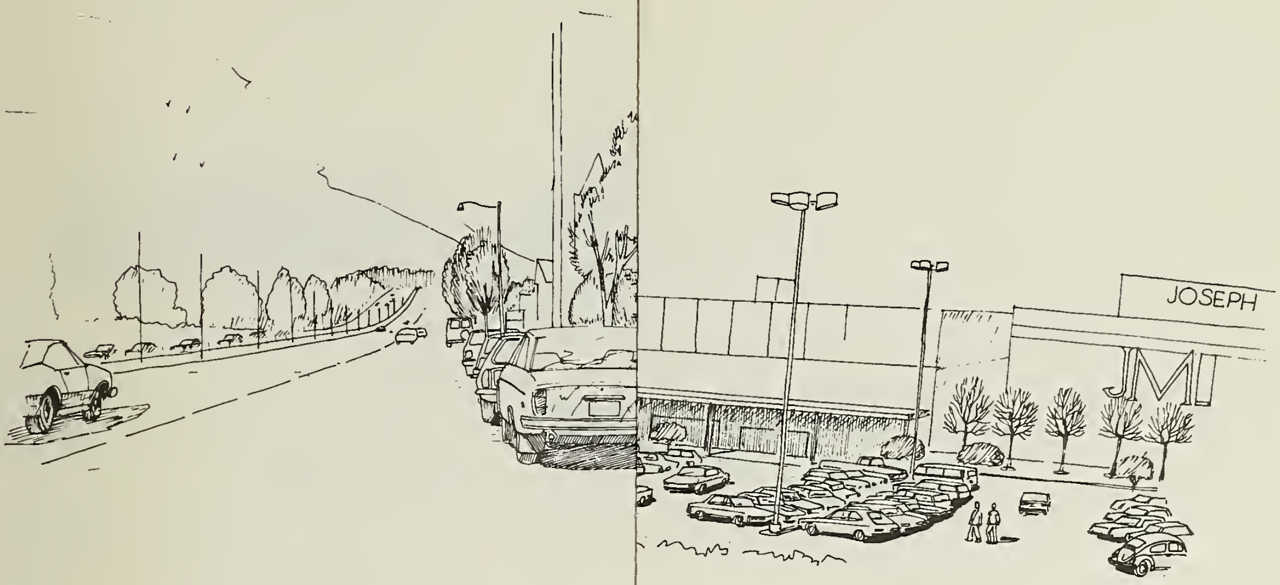
[1] U.S. Environmental Protection Agency, Noise from construction equipment and operation, building equipment, and home applicances, December 31, 1971.

F. AESTHETICS

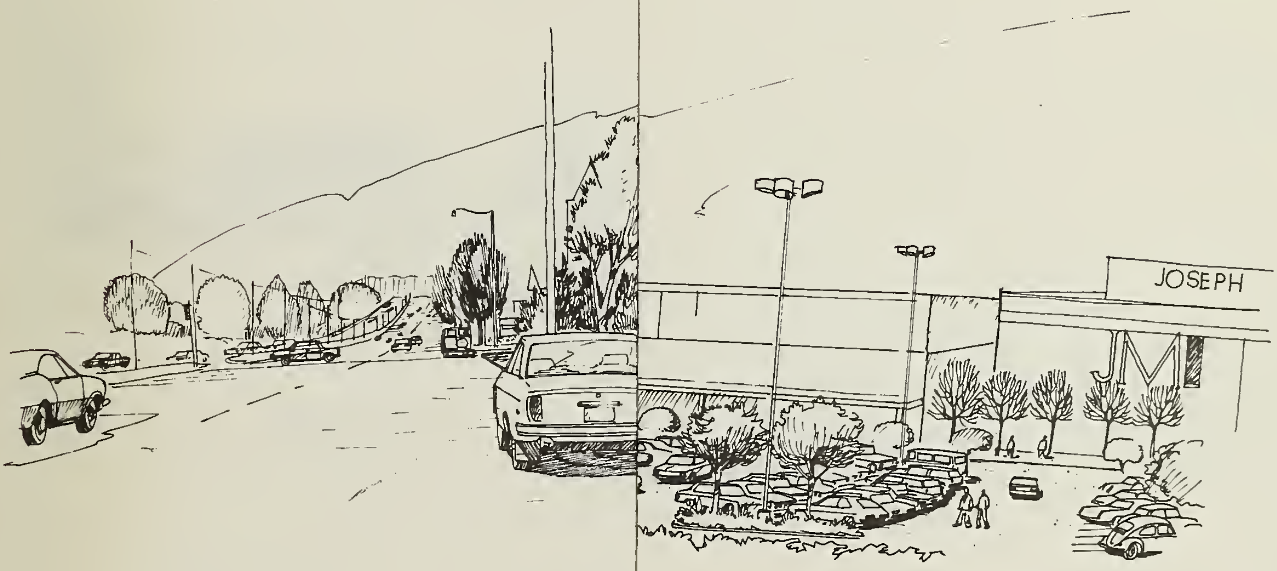
The enclosure of the Mall would change the visual character of the Mall interior. The open nature of the architecture of the Mall would be replaced by a more enclosed, colorful character.

The profile of the Center would be raised about 11 feet by roofing of the Mall. The parking garage and restaurant would be two new elements of the Center. From Nineteenth Avenue, the garage would be visible from the west side of the street at the north end of the Center (see Figure 14). The line-of-sight is blocked elsewhere by vegetation and by the church adjacent to Nineteenth Avenue. Because of the elevation of Nineteenth Avenue above the Center, the garage would not be visible from residences east of Nineteenth Avenue.

Viewed from Winston Drive, the parking garage would have a height and scale similar to that of the existing Mall complex (see Figure 15, page 45). Views of the garage would be partially screened by autos parked in the intervening parking area and by the trees and landscaping proposed for the perimeter of the new garage.



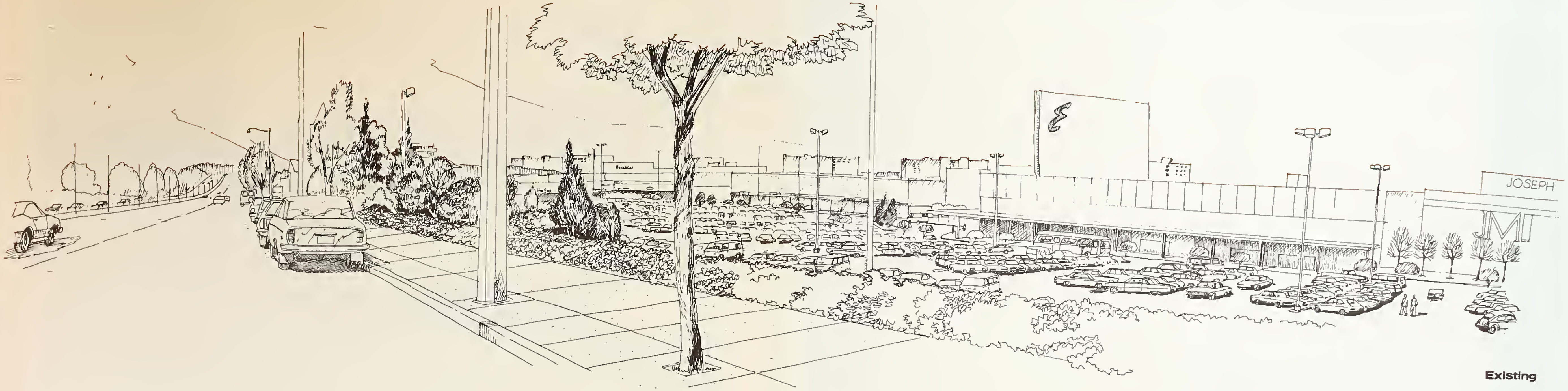
Existing



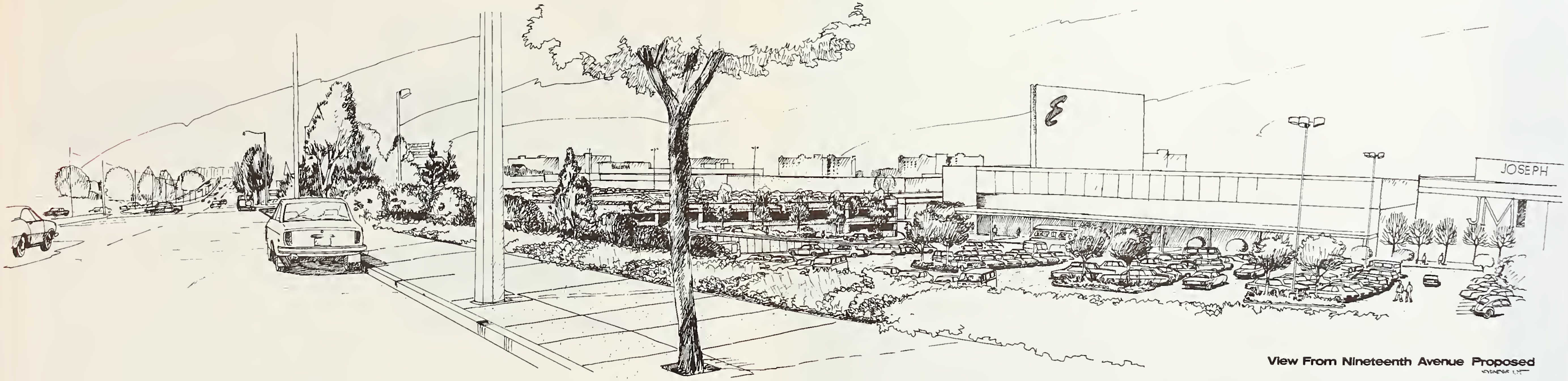
View From Nineteenth Avenue Proposed
NOVEMBER 1, 1977

VIEW FROM NINETEE EXISTING AND PROP

FIGURE 14



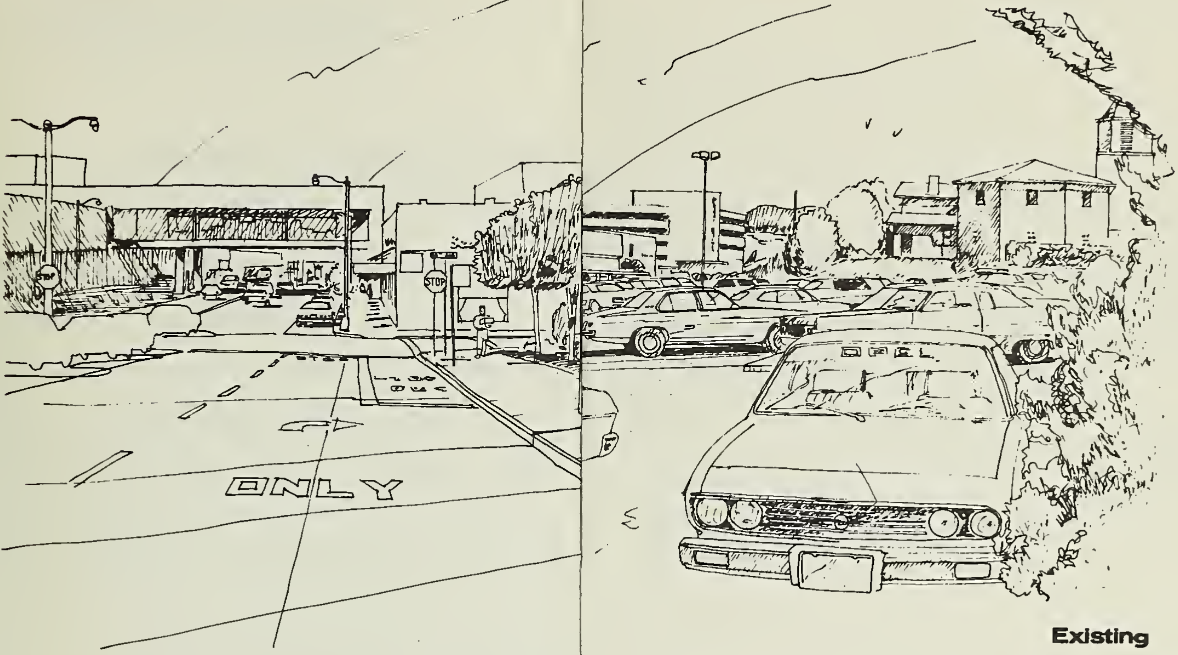
Existing



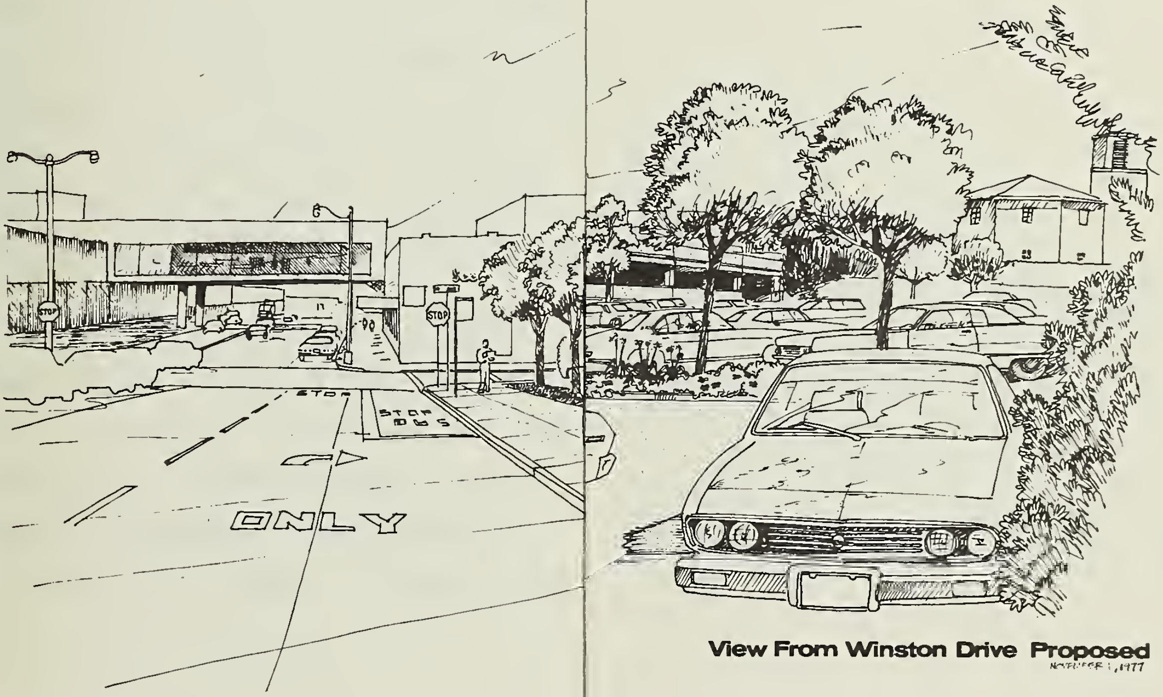
View From Nineteenth Avenue Proposed

VIEW FROM NINETEENTH AVENUE – EXISTING AND PROPOSED

FIGURE 14



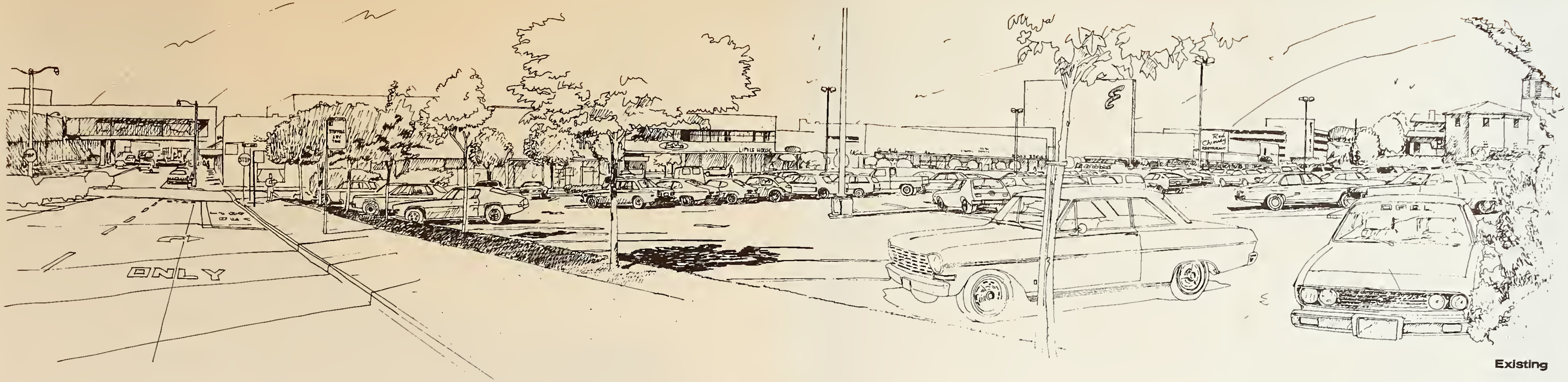
Existing



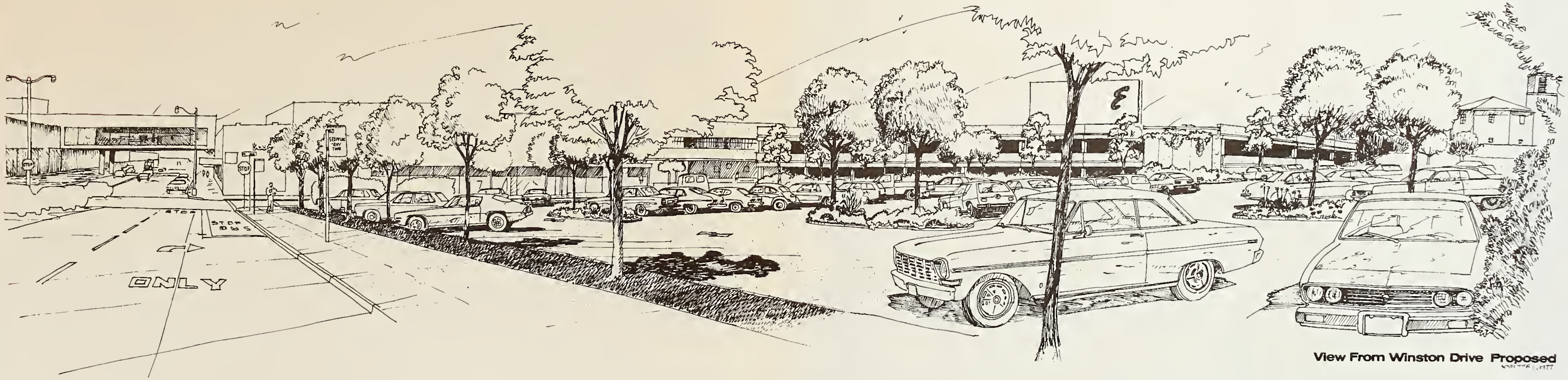
View From Winston Drive Proposed
NOVEMBER 1, 1977

VIEW FROM WINSTO

FIGURE 15



Existing



View From Winston Drive Proposed

VIEW FROM WINSTON DRIVE

FIGURE 15

I. ENERGY CONSUMPTION

Electrical energy would be used in the project to provide power for lighting, heating and air conditioning, and convenience outlets. Electrical heating would be used because of the low demand for heating due to heat gains from people and lights. The connected load for the mall would be 324 kilowatts. Average daily electical use would be 1610 Kilowatt hours (Kwh) for the enclosed Mall and garage. Energy use figures for the proposed restaurant are not available; they would be provided in additional environmental documents for the restaurant.

The distribution of electrical use with the project for a 24-hour period on an average weekday is shown in Figure 16. A minimum amount of electricity would be used between 9:30 p.m. and 9:30 a.m., mainly for security and clean-up lighting. At 9:30 a.m. the Mall stores would open and energy use would increase sharply. At 9:30 p.m. the Mall would close and energy use would drop to the minimum. During the period of the day that the Mall would be open, electrical use would vary with the need for lighting and air conditioning.

The average monthly electrical use would be 47,000 Kwh per month, or 1.5 Kwh per square foot per month.[1] Current electrical use along the existing mall is for nighttime lighting, which consumes 8,650 Kwh per month. Figure 16 shows the project's monthly average consumption. The period of highest electrical consumption would be late summer, due to air conditioning loads.

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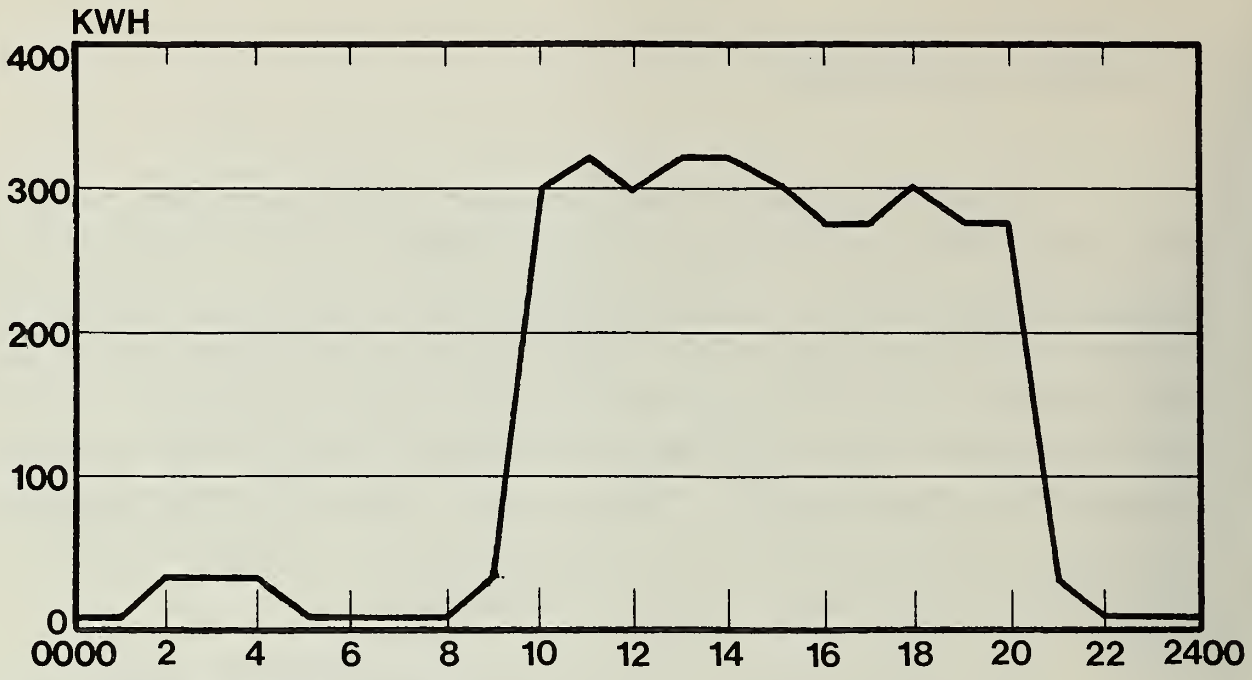
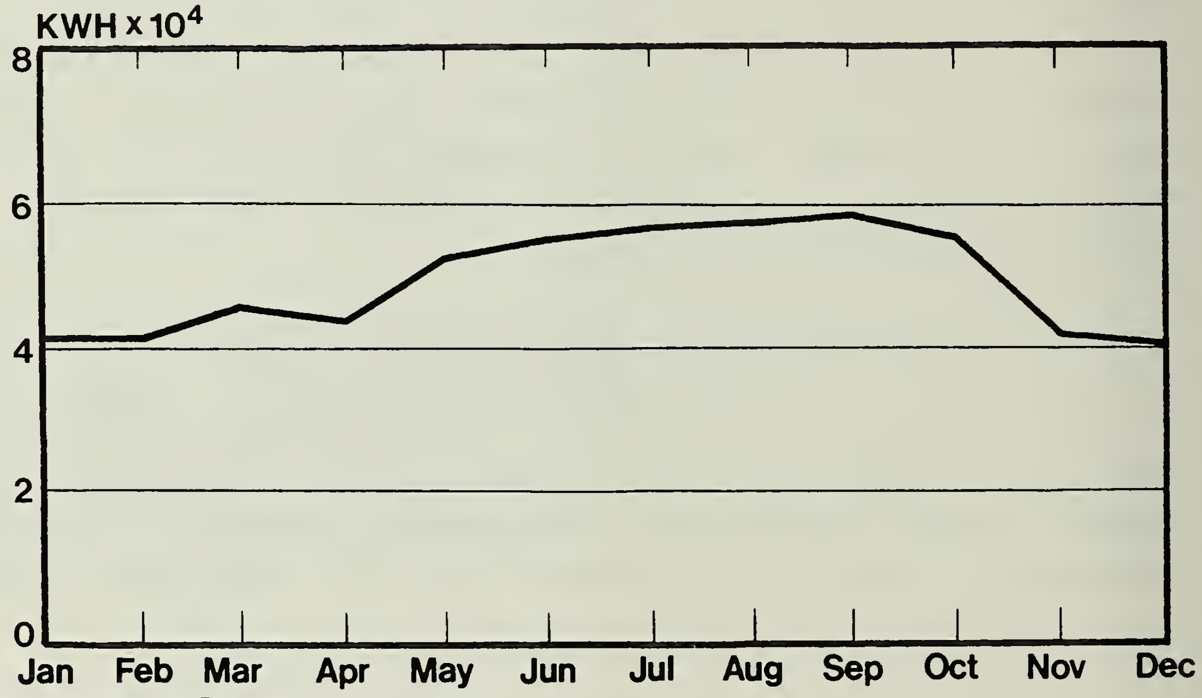
[1] The electrical usage for the mall enclosure was estimated in EE76.74 as 130,000 Kwh per month (EE76.74, page 56). This was not based on a specific heating cooling design but derived from the demand of the Bullock's store.



Hourly Consumption



Monthly Consumption

ELECTRICAL CONSUMPTION

FIGURE 16

J. DIRECT ECONOMIC IMPACTS DURING CONSTRUCTION

The project is expected to cost a total of $19,000,000. About 45% costs would be for construction labor ($8.6 million) which, at the current average labor cost of about $200 per day per person, would generate 43,000 person-days (or 170 person years) of employment over an 8- to 10-month period, mainly in the construction trades. Construction expenditures and employment would generate a short-term demand in other sectors of the economy, such as construction materials, retail and service sectors.

K. LEVEL OF BUSINESS ACTIVITY AND EMPLOYMENT GENERATED BY THE PROPOSED PROJECT

The new stores that would be accommodated by the Mall expansion would generate sales of $9 to $13.5 million per year, based on a sales volume of $100 to $150 per square foot per year projected by the applicant's economic consultant.[1] The renovation of the Mall would also increase sales in existing stores by 10 to 25%, or $2.5 to $6.25 million per year, based on analysis supplied by the same source.

Permanent employment would be generated in a ratio of approximately one retail worker per 500 square feet of retail space. An expansion of the Mall by 92,000 square feet would, therefore, create about 185 permanent jobs.

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[1] Bob Wetmore, Keyser Marston Associates, personal interview, 21 June 1978.

L. FISCAL IMPACTS

At the 1979 sales tax rate of 6-1/2%, the additional sales generated by the proposed project would increase sales tax revenues to the City and County of San Francisco by $140,000 annually, and to the Bay Area Rapid Transit District by $70,000 annually. The increase in property tax revenue is based on an increase in property value of $20.8 million, of which $1.8 million would be attributable to the value of furniture, fixtures, and inventory.[1] Payroll taxes are estimated at $20,000 per year.

Tax revenue increases are summarized below in Table 5.

Table 5
ESTIMATED TAX REVENUE INCREASES

	City and County of San Francisco	Bay Area Rapid Transit District
Sales tax	$ 140,000	$ 70,000
Property tax	263,000	--
Payroll tax	20,000	--
Total	$ 423,000	$ 70,000

M. IMPACT ON REGIONAL RETAIL ACTIVITY

1. San Francisco Sales

The project would result in a net increase in San Francisco retail sales of approximately $14.0 million, or 90% of the total sales generated by the addition of new retail space at the Stonestown Shopping Center. Three factors account for this net increase. First, a 1977 market analysis conducted for the applicant by Keyser Marston Associates, Inc. indicated that approximately one-third of the sales at Stonestown are made by residents of other counties; approximately one-third of the sales at the expanded Mall would be new sales imported to San Francisco. The second factor, based on the same source, is that as much as 50% of the sales at the Serramonte Shopping Center in Daly City are made by San Francisco residents, mostly residents within the Stonestown trade area. These sales, totalling an estimated $40-$45 million annually, are currently lost by San Francisco to San Mateo County; a portion of these sales would return to San Francisco as a result of the expansion and modernization of the Stonestown Shopping Center. Finally, the applicant's economic consultant estimates that some of the retail potential in western San Francisco is not being spent because of the absence of suitable retail facilities in Stonestown's primary trade area and that the proposed project would result in increased expenditures for retail goods by the population in the trade area.

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[1] The current property tax rate in San Francisco is $5.06 per $100 of assessed valuation.

Based on consideration of these factors, the applicant's economic consultant estimates that approximately 10% of the sales generated by the project would be transferred from other stores in San Francisco. The State Board of Equalization reported taxable retail sales for Department Store Type Merchandise (DSTM) for the City and County of San Francisco of $1134.9 million in 1977.[1] The sales transfer as a result of the project could total 0.1% of present sales of these stores. Stores in San Mateo County could lose $6 to $8 million annually in sales to San Francisco residents as a result of the project.[2]

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[1] California State Board of Equalization, Taxable Retail Sales in California, May 1978.

[2] Comprised primarily of these sales to San Francisco residents returned to San Francisco stores from shopping centers in San Mateo County.

2. Downtown San Francisco Sales

San Francisco has been the center for retail activity in the Bay Area, with the downtown traditionally serving as the focus of region-serving commercial functions. Over the years, the downtown's dominance has been challenged by regional centers in expanding suburban areas which have offered shoppers convenient access, strong merchandising and adequate parking. Despite competition with suburban retail centers, downtown San Francisco trade has remained strong.[1]

In considering the project's impact on downtown retailing the following factors are important:

- the traditional function of the downtown in Bay Area retailing,
- the sales volume and "draw" of the downtown,
- the market area served by Stonestown,
- the amount of additional retail space at Stonestown.

Downtown San Francisco attracts shoppers from throughout the Nine-County Bay Area. Major chain department stores in downtown tend to be larger than stores from the same chain built elsewhere. Many other retailers are specialty stores (Brooks Brothers, Gumps, FAO Schwartz) that have no other locations in the Bay Area.

The San Francisco Comprehensive Plan does not contain specific policies or objectives concerning the relationship between shopping centers such as Stonestown and the downtown retail area. Specific objective 5 is to "improve downtown San Francisco's position as a prime regional location for specialized retail trade."[2] Policies 1-3 are concerned with the future density, design and access to the downtown core.

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[1] San Francisco Department of City Planning, Commerce and Industry: Commercial Trends, in cooperation with the Office of the Mayor, Economic Analysis Unit, July 1975.

[2] San Francisco Department of City Planning, Commerce and Industry Policies and Objectives, 1977.

In contrast to the downtown, the trade area served by the Stonestown Shopping Center is smaller--western San Francisco and portions of Daly City. The addition of 90,000 square feet of retail area at Stonestown, representing less than a 10% increase in area, would not be expected to detract from the strength of downtown retailing.

As discussed earlier, about 10% of the total sales at the project would be transferred from San Francisco stores and one-half of these sales would be transferred from Downtown. This represents about 0.1% of the total downtown sales.[1]

3. Relation to Other Commercial Areas in Western San Francisco

The following community shopping areas, shown in Figure 17, are situated in western San Francisco, south of Golden Gate Park, and within the primary trade area of the Stonestown Shopping Center: West Portal, Monterey Boulevard, Lakeside Village, Ocean Avenue and Nineteenth Avenue. Some people in the community perceive that there is a competitive relationship between the local shopping area, particularly Ocean Avenue, and larger scale centers such as Stonestown.

The Ocean Avenue commercial area provides 125 service and retail establishments along Ocean Avenue, a thoroughfare which connects the Southern Freeway (Interstate 280) with Junipero Serra Boulevard and Nineteenth Avenue. An eleven point revitalization plan has been proposed to arrest deterioration, create a new image for Ocean Avenue, and provide a framework for future growth.[2] The trade area served by establishments on

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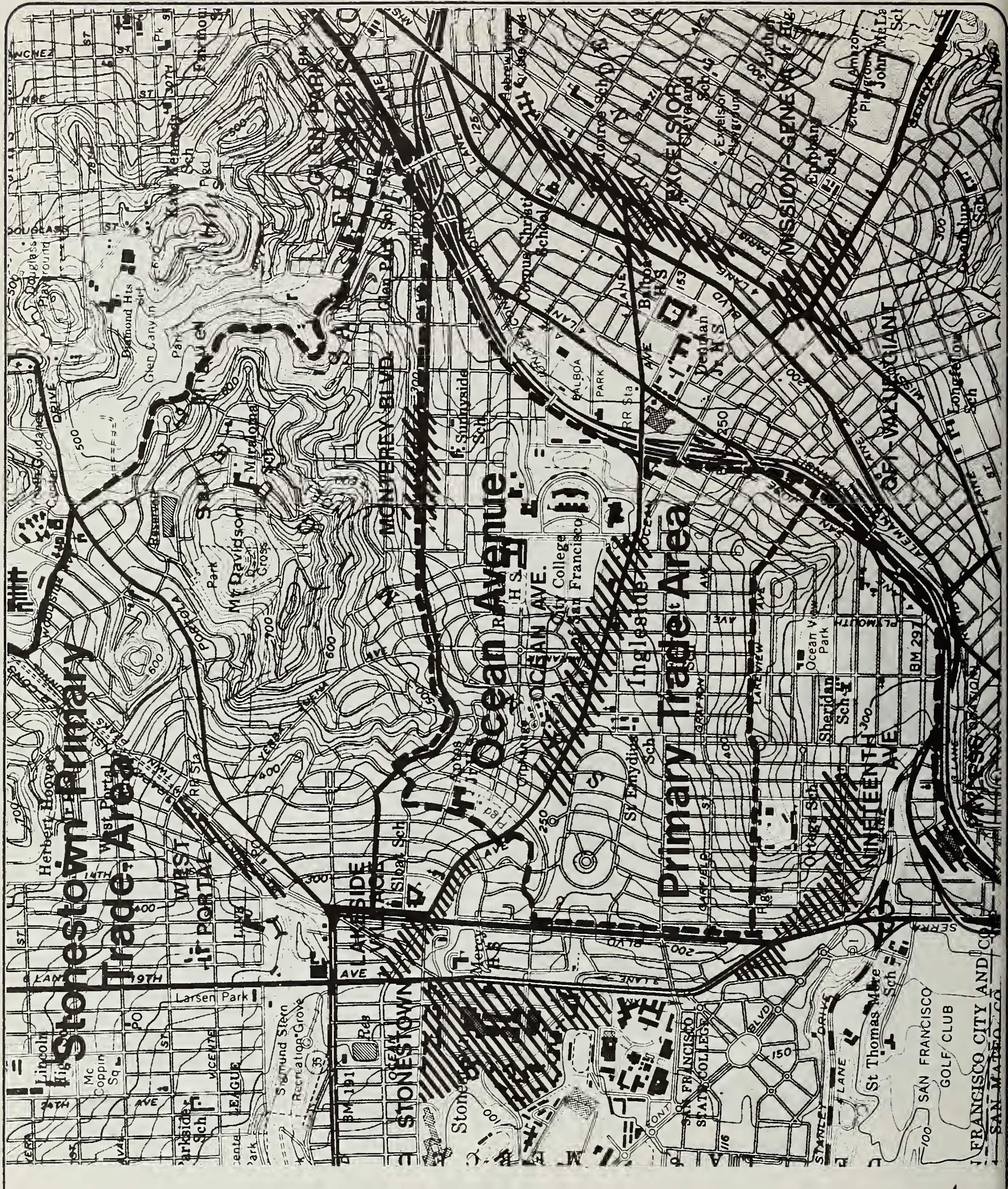
[1] U.S. Department of Commerce, 1972 Census of Retail Trade, 1972.

[2] San Francisco Department of City Planning, Ocean Avenue Revitalization Study, 1977.



PRIMARY TRADE AREAS & COMMERCIAL DISTRICTS

Primary Trade Area ▬ ▬ ▬ ▬

Commercial District ▨

FIGURE 17

Ocean Avenue has a population of 18,000 and includes neighborhoods bounded by Shields Street and Lakeview Avenue on the south, Interstate 280 on the east, and Junipero Serra Boulevard on the west. This trade area is part of Stonestown's primary trade area and, based on analysis of license plate and shopper intercept surveys, accounts for approximately 5 to 7% of the sales at Stonestown.[1] Of the $16 million additional sales generated by the expansion of Stonestown, approximately $980,000 could originate from population in the Ocean Avenue trade area.

The scale and type of retailing in the two shopping areas are different. The Stonestown Shopping Center provides a concentration of comparison goods shopping, whereas these types of uses occupy less than 10% of the retail area on Ocean Avenue, or 12,600 sq. ft.[2] Table 6 presents a summary of different types of shopping centers, with comparison to Ocean Avenue. The three levels of retailing are summarized as follows: neighborhood shopping centers (typically, 1-1/2 mile draw), community shopping center (typically, 3-5 mile draw), regional shopping center (typically, 8-10 mile draw).[3] In general, a progression from neighborhood to community and regional centers is accompanied by an increase in the representation of comparison goods stores and a decline in the representation of convenience outlets (principally, food retailing).

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[1] Bob Wetmore, Keyser Marston Associates, personal interview, 19 October 1977.

[2] San Francisco Department of City Planning, Ocean Avenue Revitalization Study, 1977.

[3] Urban Land Institute, Shopping Center Development Handbook, 1977.

TABLE 6

Comparative Tenant Composition
Ocean Avenue and Basic Shopping Center Types

	General Merchandise	Apparel	Furniture & Home Furn.	Specialty	Conven-ience	Eating & Drinking	Other
Regional Shopping Center							
Sq. Ft.	321,000	102,000	17,000	61,000	33,000	18,000	--
% GLA (Gross Leasable Area)	58.3%	18.5%	3.0%	11.0%	6.0%	3.2%	--
Community Shopping Center							
Sq. Ft.	66,000	14,000	12,000	11,000	45,000	7,000	--
% GLA	42.6%	9.3%	8.0%	7.0%	28.9%	4.4%	--
Neighborhood Shopping Center							
Sq. Ft.	10,000	4,000	5,000	--	28,000	3,000	--
% GLA	20.7%	7.0%	10.9%	--	55.0%	6.5%	--
Ocean Avenue							
Sq. Ft.	500	3,300	8,800	--	42,100	31,500	85,500
% GLA	0.3%	1.9%	5.1%	--	24.5%	18.4%	49.8%

Source: San Francisco City Planning Department, *Ocean Avenue Revitalization Study*, 1977.
The Urban Land Institute, *Dollars and Cents of Shopping Centers*, 1975.

Note: Figures may not add due to rounding.

Of total retail potential of $11.6 million in Ocean Avenue's trade area, trade area residents account for $4 million to $6 million in sales, a capture of 35 to 50%. The revitalization of retailing on Ocean Avenue appears to be dependent on increasing the share of trade area potential captured by local merchants, especially convenience goods and services. According to the applicant's economic consultant, the rent levels at the Stonestown expansion would be 2 to 3 times higher than on Ocean Avenue. Thus, for example, different types of apparel operations would tend to locate at Stonestown (primarily regional or national chain operations) and Ocean Avenue (primarily locally owned or operated single store lower sales volume outlets).

Additional retail outlets at Stonestown could delay the introduction of new retail uses on Ocean Avenue, such as at a currently vacant 3-1/2 acre commercial site at Faxon and Ashton Avenues. Planning for this site includes a supermarket and 20,000-30,000 sq. ft. of ancillary retail development, and funding for acquisition and business revitalization is being sought through HUD's Urban Development Action Grant (UDAG) program. The proposed project would conflict with proposed Policy 4 of the Commerce and Industry Element of the City of San Francisco Master Plan which is as follows: "Maintain a presumption against the establishment of major new commercial development except in conjunction with adequately supportive residential development and public/private transportation capacity. . . . Because there are opportunities for business expansion within existing commercial areas, major new commercial development should be discouraged unless a significant new market is being created to support the new development.[1]

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[1] San Francisco Department of City Planning, Commerce and Industry Element Objectives and Policies Strategy and Programs Public Comments and Staff Response, April 20, 1978.

IV. MITIGATION MEASURES PROPOSED TO MINIMIZE IMPACTS

A. INCREASED ENERGY CONSUMPTION ON SITE

The air conditioning system proposed would consist of four 20-ton electric heating and cooling rooftop package units. A time clock would start and stop the system so that it would operate only when the Mall is occupied. All units would be provided with a 100% outside air economizer cycle. The control system would utilize minimum outside air when heating is required. Outside air would be used to cool the building whenever cooling is required and the outside air temperature is suitable. Mechanical refrigeration would be employed only when the outside air is too warm and cooling is called for by the space thermostat; the outside air quantity would be reduced to minimum when the mechanical refrigeration is operating. The space thermostat would sequentially call for heating, ventilation, and mechanical refrigeration. Only one of these three modes would operate at any one time and simultaneous heating and cooling would be eliminated.

This system was selected to minimize energy consumption by utilizing the control system described above. Multiple units located immediately adjacent to the area served would reduce friction losses within ducts, decreasing energy use.

Electric heat would be utilized because internal heat gains from the lights and people make the building virtually self-heating at an outside air temperature of 35 degrees F.

The roof would be insulated in accordance with the existing California regulations.[1] Approximately 15% of the roof area would be clear single-pane plate glass skylights. The skylight area would be projected from direct sunlight by either a north orientation or shading devices. Glazing materials other than clear plate glass were considered. It was determined, however, that the least amount of cooling and the most amount of natural light would be realized with the design described above.

The electrical lighting system would be mainly fluorescent lighting, with 20% incandescent accent lighting. Energy-saving fluorescent lamps would be used, reducing energy consumption by 14%. The lighting system would be augmented by 15% skylighting during daytime hours. Lighting in skylight areas would be controlled by photocells so that when there is sufficient daylight the interior lighting would be automatically turned-off.

Time switches would operate the air conditioning and lighting systems so that they would be on only when the Mall is occupied, except for security lighting and cleaning lights. The lights would be controlled so that no more than 50% of the total lighting could be turned on for cleaning purposes.

B. OTHER IMPACTS

In addition to those measures proposed in EE76.74, pages 65-69, the following mitigation measures are proposed:

1. Reduced Water Consumption

Air cooled refrigeration equipment would be used, saving an estimated 70,000 cubic feet of water annually. Water use in the Mall would be limited to cleaning tasks and for irrigation. Flow limiters would be provided on all hose bibbs, and any fountains would recycle water. (see EE76.74, page 54)

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[1] California Energy Resources Conservation and Development Commission, Regulations Establishing Standard for New Non-residential Building, 1977.

2. Reduced Pedestrian Crossing at Twentieth Avenue

The two pedestrian bridges connecting the parking garage with the Mall would divert pedestrians who might otherwise cross Twentieth Avenue to reach the Mall. (see section III. C., Transportation Impacts, pp. 39-40)

3. Reduced Congestion at the Winston Drive/Nineteenth Avenue Intersection

The second access road would provide an alternate access to the Center, removing traffic from the intersection and improving the safety and operational conditions of the intersection. (see section III. C, Transportation Impacts, p. 29)

4. Reduced Congestion within the Center

The new access road would provide an alternate route for northbound through traffic on Nineteenth Avenue that currently uses Winston Drive and Twentieth Avenue to reach the residential areas north of the Center. This would reduce congestion, delays to MUNI buses and pedestrian/automobile conflicts on Twentieth Avenue. The new roadways, intersection, signalization and streetcar detection devices would be paid for by the project sponsor. (see Section III. C., Transportation Impacts, page 35)

5. Changes in the Visual Quality of the Area

The proposed parking garage would not extend above the height of Nineteenth Avenue, and would not be visible from residences across Nineteenth Avenue. The garage would be visible to drivers in the extreme west lane of Nineteenth Avenue and pedestrians for a limited distance along Nineteenth Avenue (see Figure 14, page 43).

The parking garage would be surrounded by landscaping to minimize visual impacts from points within the Center. (see Figure 14)

6. Competition with Neighborhood Shopping Areas

The project sponsor is aware of concern in nearby neighborhood shopping areas that the project would adversely affect marginal businesses. The project sponsor is willing to offer its retail marketing expertise to local revitalization efforts in the form of advice and consultation. (see Section M, Impact on Regional Retail Activity, p. 50)

7. Disruption of Area During Construction

The developer plans to minimize noise and dust generation during construction. Equipment would comply with te San Francisco Noise Ordinance,[1] and construction would be limited to weekday daylight hours. The San Francisco Building Code requires that measures be taken to reduce dust generation, specifically, watering down demolition materials and soil.

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[1] San Francisco municipal code, Part II, Chapter VIII, Section I, Article 29.

VI. ALTERNATIVES

A. NO PROJECT

This alternative would leave the Stonestown Shopping Center as it stands. It could be expected that the existing competitive situation between Stonestown and other regional centers would continue, with Centers in San Mateo absorbing about 25% of the expenditures by Stonestown trade area residents for comparison shopping goods.

This alternative would eliminate the construction, energy and traffic impacts of the proposed project. The tax revenues, new construction, and permanent employment associated with the project would not occur.

B. ENCLOSE EXISTING MALL

This alternative was proposed earlier, and described in EE76.74. Based on a 1977 market analysis, this alternative was rejected by the project sponsor as it would not overcome the competitive edge of newer regional centers.

The traffic, noise, air quality, energy and economic impacts of this alternative would be as described in EE76.74 and would be less than those caused by the proposed project.

Enclosure of the Mall would result in a 5 to 10% increase in sales for the existing Mall, or $1.25 to $2.5 million annually, compared to $16 million for the project as proposed.[1] Sales tax revenues would be proportionally less than those of the proposed project.

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[1] Bob Wetmore, Keyser Marston Associates, personal interview, 19 October 1977.

The cost of enclosing the Mall without a second level of stores is estimated at $5 million, compared to $19.0 million for the project as proposed. Property taxes and construction employment would be proportionately less for this alternative. No additional permanent employment would result from implementation of this alternative.

C. SMALLER PARKING GARAGE

This alternative would include the expansion and enclosure of the Mall with a smaller parking garage. The economics of parking garage construction and the project sponsor's desire to provide direct pedestrian access to the second Mall level would make a three story garage (ground level and two decks) most feasible. Because there are fixed costs involved in parking garage construction that are not affected by garage size, a smaller parking garage results in a higher price per space. According to the project traffic engineer, a garage of less than 300 spaces would be a practical limit based on cost. Such a garage would provide an additional 200 new spaces. A smaller garage would result in parking shortages during the peak shopping periods. The shortage would be approximately equivalent to the difference between the number of new spaces provided and the 440 proposed in the project. Current usage during the peak periods is 85% or greater, which is considered full.

Several things could happen to alleviate the shortage. Transit usage could increase. For each parking space reduction, 3 auto trips per day would have to be diverted to transit. (Each space is used by 3 cars per day). At an estimated average car occupany ratio of 1.4 persons per auto, this represents 4-5 one-way transit trips. A garage providing 200 new spaces would result in a net parking shortage of 240 spaces. Transit trips would have to increase by 960-1200 per day to eliminate the parking shortage.

A second possibility would be that persons would park in adjacent residential areas. This would be unlikely because walking distances are greater than 650 feet. A third possibility is that patrons would go to another shopping center.

During the 30 to 40 days per year when parking demand would exceed capacity, traffic within the Center and the parking lot would be congested. Because search times for parking places, travel distances within the Center, and idling periods would be increased on these days, emission of air pollutants would be greater on these days than for the proposed project. During the remainder of the year the air pollution impact of this alternative would be similar to that of the project as proposed.

The economic impacts of this alternative would be similar to those of the project as proposed, although the construction expenditures and employment would be smaller because of the smaller garage. If the 30-40 days per year when parking demand excededs capacity result in shoppers traveling to other shopping areas, the sales generated by the alternative could be less than that of the project as proposed. These shortages would mainly occur during December, a month when sales are double the average for the year.[1]

Thus, if 5% of the trips to the new center were diverted to other areas because of parking shortages, sales during the peak period would decrease by 10%. On an annual basis, this would reduce sales at the Center by $300,000 and reduce sales tax revenues by $20,000.

The energy, noise and aesthetic impacts of this alternative would be similar to those of the proposed project.

The adverse effects of not accommodating parking demand can be reduced through Transportation System Management (TSM). TSM techniques (car pooling, van pooling, staggered work hours) would be most effective for employees who have regular hours and destinations. Employees at Stonestown already show a high transit usage (50-70%) according to Stonestown management. The potential for reducing parking demand is limited by the non-uniform and irregular shifts for employees and large number of part-time employees during the peak holiday period.

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[1] Art Schumacher, Stoneson Development Corporation, telephone conversation, 27 December 1978.

A transit subsidy system could also increase transit use and reduce demand. Greatly increased transit use cannot be expected because of fare reduction, as transit demand has been found to be only slightly affected by fares. Transit demand is more sensitive to service changes such as increased frequency, better crosstown service, improved security, and greater efficiency.[1] The Muni is, however, currently considering the rerouting of buses to the Center to avoid the congestion on 20th Avenue.[2] The longer distances from the Center to the bus stops on 19th Avenue would reduce the desirability of transit.

D. NO PARKING GARAGE

This alternative would provide for expansion of the Mall and construction of a new access road, but would include only existing parking. Second-level pedestrian access to the Mall would only be possible with construction of additional stairs, ramps or escalators over 20th Avenue from the existing parking area.

It would be expected that for 70 to 75 days during the year there would be a shortage of parking, using 85% as the effective capacity. The effect of parking shortages would be similar to that described under the smaller parking garage alternative. Residential parking could increase, transit ridership could increase, and/or trips could be diverted to other shopping areas. Internal traffic congestion would occur with patrons taking longer to find a space. Impacts on air quality would be similar to the smaller parking garage alternative, although increased emissions due to congestion would occur more frequently.

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[1] Metropolitan Transit Authority, Transportation Systems Management Element for the Nine-County San Francisco Bay Area, 1978.

[2] John McKane, Transit Planner, Municipal Railway, telephone conversation, 19 January 1979.

The electrical energy impacts of this alternative would be less than for the proposed project, as it would avoid the need for new garage lighting.

The economic effects of this alternative would be similar to those described for Alternative C, but the magnitude would be greater because of the larger shortage of parking.

The construction noise and aesthetic impacts of the alternative would be less than for the proposed project, as there would be no construction of a garage.

The discussion of methods of increasing transit and reducing parking demand under Alternative C are applicable to this alternative, although the required shift from auto to transit needed to eliminate parking shortages would be greater, (1760-2200 trips per day).

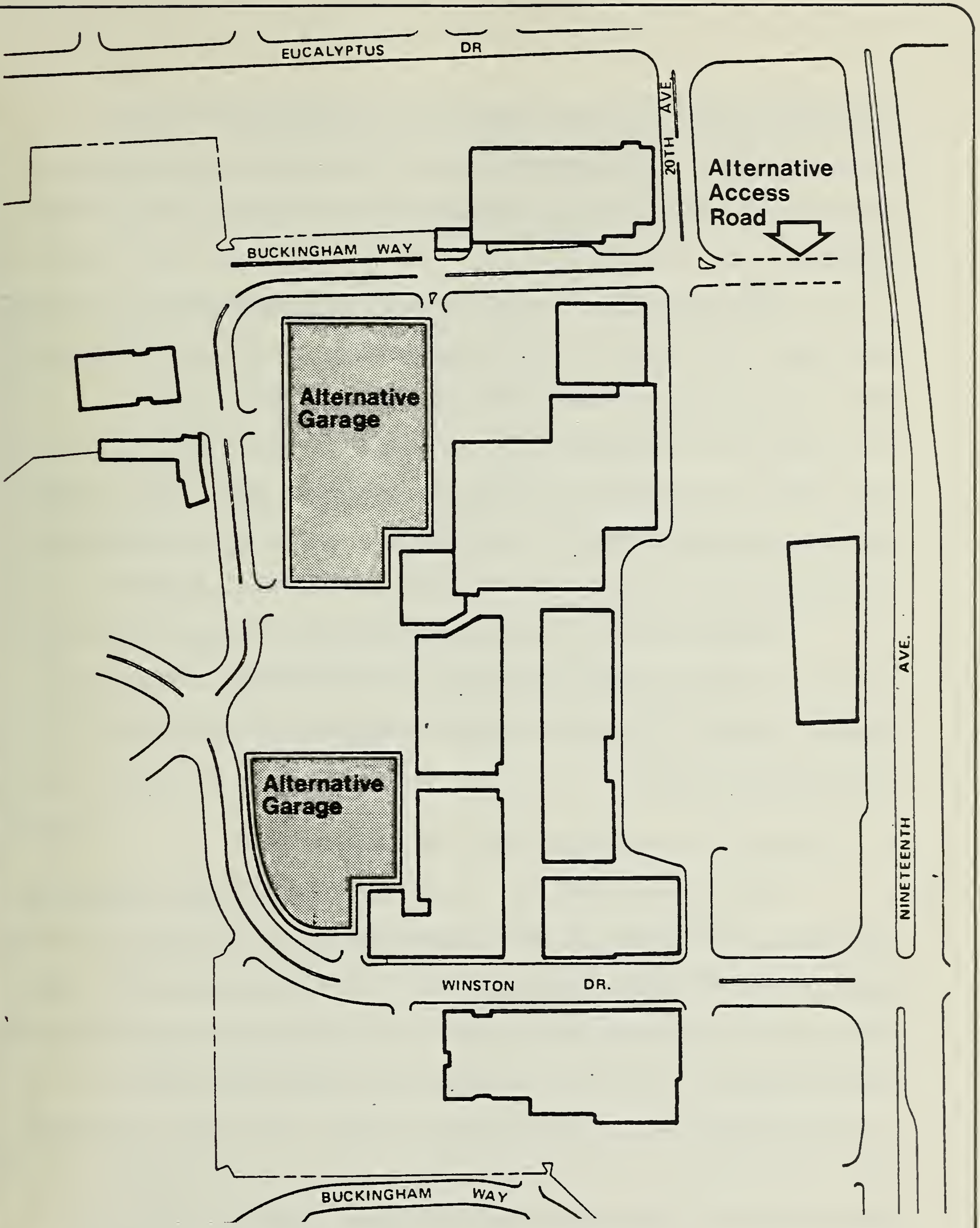
This alternative would reduce pedestrian traffic on the upper level of the Mall. According to the project sponsor's leasing consultant, direct second level access is desirable to maintain a sufficient level of pedestrian traffic to successfully lease and market second level retail space.

E. ALTERNATIVE PARKING GARAGE LOCATIONS

Alternative locations for the garage were considered west of the Center (see Figure 18). A new garage could be constructed along either Winston Drive or Buckingham Way in the southwest or northwest portions of the site. The location on the east side was considered better than either of the westerly locations by the project sponsor because traffic could use the new access point, thus avoiding the Winston Drive/ Twentieth Avenue intersection where pedestrian/vehicular conflict is now heavy (see EE76.74, p. 157).

If the garage were located on the west side, traffic would still approach the Center primarily from the Nineteenth Avenue side and this traffic would have to pass through the Center from east to west. Travel distance and pedestrian/ vehicle conflicts along Twentieth Avenue would be greater with a parking garage on the west side of the Mall. The new access road would be less attractive with this alternative, reducing the beneficial effect of the new access on conditions at the Nineteenth Avenue/Winston Drive intersection. Neither of these alternative locations would result in increased traffic on residential streets.

A garage on the west side of the center would not be visible from Nineteenth Avenue, but would be visible from the



ALTERNATIVE GARAGE AND ACCESS ROAD LOCATION

FIGURE 18

apartments west of the project site on Buckingham Way and Winston Drive. The impacts of this alternative on energy, noise, and economics would be similar to those of the proposed project.

This alternative would result in some imbalances in parking supply and demand. On an average day (5 October 1978), the east parking lot was 78% occupied and the west lot was 58% occupied. A garage in this location would increase the number of vehicles looking for spaces on peak days in the east lot and, upon being unsuccessful, going out into Winston and Buckingham to get to other lots or Bullock's garage.

Because of the longer search times, idling times and travel distances associated with this alternative, the air quality impact of this alternative would be greater than for the proposed project.

F. ALTERNATIVE LOCATIONS FOR A NEW ACCESS ROAD

Two alternatives for a new access road were considered, both being extensions of Buckingham Way. The first alternative was to extend Buckingham Way north of the proposed access road. This would provide an access road that the traffic engineer and project sponsor felt was too steep (approximately 18%). A new intersection in this location could also have interfered with the operation of the Eucalyptus Drive and Nineteenth Avenue intersection. There would be a greater impact on Muni, as the tracks would be in the street (see Figure 18, p. 69).

The other alternative access point would involve the extension of the south end of Buckingham Way to Nineteenth Avenue. This location would only provide access to those uses located south of Winston Drive. Although those uses generate traffic, an access point located south of Winston Drive would not relate to the proposed expanded Mall.

Allowing left turns from Nineteenth Avenue onto Eucalyptus Drive was considered as an alternative to a new access road. This is not physically possible as there is inadequate right-of-way to permit an additional lane of traffic for a separate left-turn lane. The City Traffic Engineer has stated that this was an unsatisfactory location for a new left turn due to the right-of-way problem.[1]

The impacts of these alternatives on noise, air quality, and economics would be similar to those of the project as proposed.

G. NO NEW ACCESS ROAD

The effects of providing a new access road were analyzed in the discussion of traffic impacts (pages 29-36). Without adding a new access road, the Level of Service of the Winston Drive/Nineteenth Avenue intersection would be 'E' rather than Level of Service 'D', if the Upper Great Highway were closed completely and diverted traffic chose to use Nineteenth Avenue during the sewer construction.[1] With existing and projected project traffic, Nineteenth Avenue would operate at a Level of Service 'D".

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[1] William Marconi, City Traffic Engineer, personal communication, 11 January 1978.

This alternative would result in greater traffic congestion and increased air pollutant emissions along Twentieth Avenue from autos entering the parking garage. Delays to MUNI buses and pedestrian/vehicle conflicts would be greater than for the project as proposed. Impacts in other areas, such as noise and economics, would be similar to those of the proposed project.

H. ALTERNATIVE HEATING AND COOLING SYSTEMS

The feasibility of using solar power to supply part of the Center's energy needs was investigated, but the cloudy[2] climate of the site was found not to be conducive to solar power utilization.[3]

Several variations of central systems were considered. The drawbacks of a central system are its higher static air pressures (requiring greater energy), and difficulties in maintaining adequate flows for ventilation throughout the entire

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[1] City and County of San Francisco, Final EIR, West Side Transport/Storage Project, EE75.304, July 1977.

[2] See EE76.74, page 15.

[3] Tom Brown, project architect, telephone conversation, 29 September 1977.

Mall when the required flow of outside air is at a minimum. A high efficiency water-cooled, central refrigeration system was considered but was found to be less efficient than the rooftop units with economizer cycles. A heat reclaim system was rejected because such a system requires that the refrigeration system be operated whenever either heating or cooling is required, as the heat is reclaimed from the refrigeration system.

VII. RELATIONSHIP BETWEEN SHORT-TERM USES OF THE ENVIRONMENT AND THE MAINTENANCE OF LONG-TERM PRODUCTIVITY

The project would intensify uses of the site and renovate the existing Mall. The ultimate purpose of the project is to increase the attractiveness of the shopping center in an effort to compete more favorably with other existing shopping centers. The project was selected from all alternatives as providing the greatest potential for increasing the ability of the Center to compete with other, similar facilities.

The proposed project would increase the productivity of the site in terms of human uses through increased employment and economic returns to state and local governments from sales and property taxes. By increasing the attractiveness of the Center, the project would contribute to improved productivity and the economic health of the entire Center. In that the project is designed to increase the Center's ability to compete, the productivity of other similar facilities may be reduced.

VIII. IRREVERSIBLE ENVIRONMENTAL CHANGES

The construction of the enclosed Mall, parking garage, and new access road would require the use of non-renewable resources for materials and energy. The additional energy demand of the proposed project would increase the use of non-renewable fossil fuels.

IX. THE GROWTH-INDUCING IMPACT OF THE PROPOSED ACTION

The enclosure of the Mall and addition of a second level of stores is expected to increase patronage to the Center and increase sales within the Center by $16 million. Retail sales within San Francisco are expected to increase by $14 million due to the project. Because the existing zoning in the surrounding area is residential, it is unlikely that new commercial business around the periphery of the Center would be stimulated by this new activity, as has occurred at other regional shopping centers. (see Figure 19)[1]

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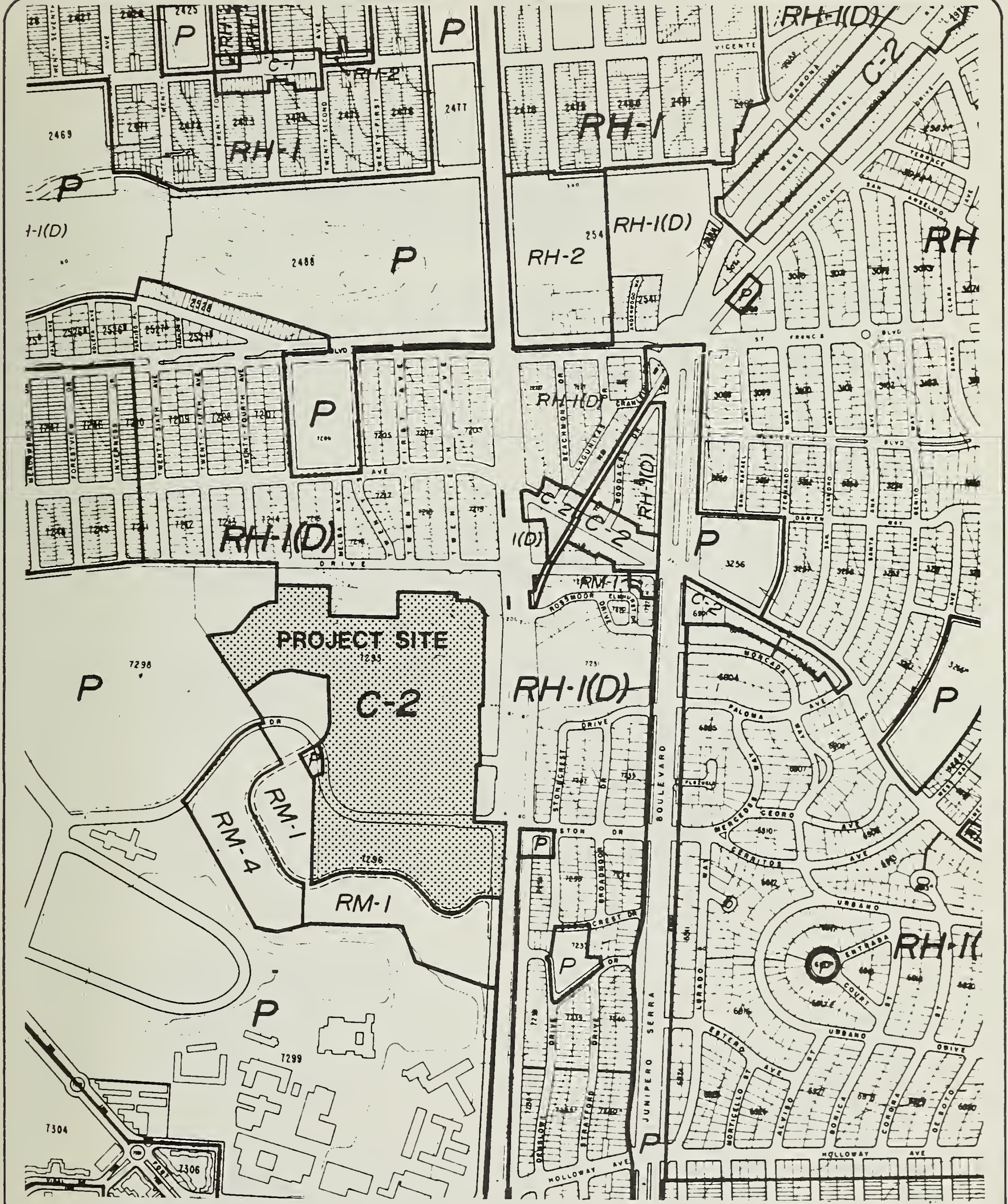
[1] Other regional shopping centers where peripheral development has occurred include:
- -- Serramonte, Daly City: office and retail
- -- Tanforan, San Bruno: retail discount stores
- -- Hilltop, Richmond: offices
- -- Northgate, San Rafael: community center, retail, office
- -- Eastridge, San Jose: office and retail



ZONING MAP

FIGURE 19

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Attn: Jeffrey Lee, Acting
Director

CITY AND COUNTY OF SAN FRANCISCO (continued)

Bureau of Building Inspection
450 McAllister Street
San Francisco, CA 94102
Attn: Robert Levy, Superintendent

Bureau of Sanitary Engineering
770 Golden Gate Avenue
San Francisco, CA 94102
Attn: Thomas Landers,
Managing Engineer,
Wastewater

Municipal Railway
949 Presideo
San Francisco, CA 94115
Attn: Thomas Matoff

San Francisco Fire Department
260 Golden Gate Avenue
San Francisco, CA 94102
Attn: Robert Rose, Chief

San Francisco Police Department
850 Bryant Street
San Francisco, CA 94103
Attn: Charles Gain, Chief

ORGANIZATIONS

San Francisco Tomorrow
728 Montgomery Street
San Francisco, CA 94111
Attn: Susan Smith

Sierra Club
San Francisco Bay Chapter
530 Bush Street
San Francisco, CA

Friends of the Earth
529 Commercial Street
San Francisco, CA 94111
Attn: Connie Parrish

Northern California Committee
for Environmental Information
P.O. Box 761
Berkeley, CA 94701
Attn: Donald Dahlsten

San Francisco Beautiful
840 Urbano Drive
San Francisco, CA 94127
Attn: Henry Heyl

San Francisco Ecology Center
13 Columbus Avenue
San Francisco, CA 94111

San Francisco Junior Chamber
of Commerce
270 Sutter
San Francisco, CA 94111

Greater San Francisco
Chamber of Commerce
465 California Street
San Francisco, CA 94104

San Francisco Planning and
Urban Renewal (SPUR)
939 Ellis Street
San Francisco, CA 94109
Attn: Redmond Kernan

Women in Construction
c/o Prim Investments
650 California Street, Suite 2900
San Francisco, CA 94108

Downtown Association
582 Market Street
San Francisco, CA 94104

Junior World Trade Association
465 California Street
San Francisco, CA 94104

SPEAK
1329 Seventh Avenue
San Francisco, CA 94122
Attn: Ed Weil

BUSINESSES

Pacific Gas and Electric Company
Land Department
77 Beale Street
San Francisco, CA 94105
Attn: Melvin Youngblood

The Emporium
835 Market Street
San Francisco, CA 94103
Attn: George Paulsen

INDIVIDUALS

A. R. Roderick
1351 La Playa
San Francisco, CA 94122

Don Ralya
315 Granada Avenue
San Francisco, CA 94112

Roger Miles
1417 Ocean Avenue
San Francisco, CA 94112

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